

# Sierra Madre News

Serving 28,747 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

\$5.00 Yearly — 10c Per Copy Phone 355-3324

Sierra Madre, California — Thursday, August 29, 1963

16 Pages — Vol. 56, No. 44



MR. AND MRS. C. L. Young of 214 Olivera Lane, Sierra Madre, are the "Tourist of the Week," an annual event jointly sponsored by the Liberal Highway Association and the Roads Committee of the Chamber of Commerce, Liberal, Kansas.

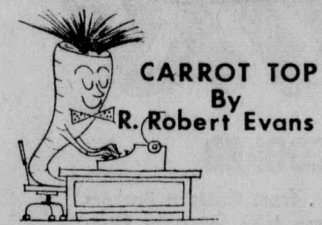
## Sierra Madre Vacationers 'Tourist of the Week'

Mr. and Mrs. C. L. Young of 214 Olivera Lane left Sierra Madre last week for a well earned vacation to Michigan and the New England States.

We can well imagine the surprise, when Mr. and Mrs. Young (Lucy) were stopped by the police of Liberal, Kansas, but they were assured that no rules had been broken, nothing was wrong, they were just the lucky tourist to be stopped and chosen, "Tourist of the Week."

The "Tourist of the Week" is an annual event during the summer months in Liberal. It is jointly sponsored by the Liberal Highway Association and the Roads Committee of the Chamber of Commerce.

Each Friday evening during the months of June, July and August a tourist is stopped by the police and the host for "Tourist of the Week." The tourist is then notified that they have been selected for this week and are given their motel or hotel lodging for the night, their evening meal is provided by one of the restaurants, their car is either washed and greased or provided with 10 gallons of gas, whichever they wish. They are also given souvenirs of Liberal. They are inter-



CARROT TOP  
By  
R. Robert Evans

Not that we did not have the very best, because we did, without a doubt have one of the finest Police Chiefs in Gordon McMillan . . . now comes another one . . . it is our firm belief that James Bale will fill out the retiring chief's shoes to the capacity.

—CT—  
Had a nice long talk with our new Chief Bale, and he is a man that all of us are going to like tremendously. I asked him about changes . . . very few was his remark . . . those that will be made, will be done so, gradually, and as they are needed . . . you can see the pride in his eyes when he talks about "his boys" of the Sierra Madre Police force . . . we wish him success in all his endeavors, which we are sure will be for the betterment of the people of Sierra Madre as a whole.

—CT—  
We are sorry to report that Jack Kennedy, advertising manager of the News, is no longer with us . . . as predicted by several businessmen, he did last twelve months longer than they suspected . . . Jack became tired, and a good newspaper man just cannot get tired.

—CT—  
As I stated before, one of my Democratic friends, Harry S. Truman, once said "if you find that it gets too hot in the kitchen, then it is time that you 'got out'" and that is what Jack has done . . . his many friends will wish him success in any new venture he may encounter.

—CT—  
The selection of a new man to take his place will be done carefully and with the welfare of the community and the newspaper at heart . . . until that time, "yours truly" will don another hat and fill in the vacant slot.

—CT—  
Well, here is another prediction, shot to hades . . . as you will notice in this issue of the News this is the "Gigantic Month-End Sale" that the merchants of Sierra Madre have joined together

Please turn to Page 10

## Deadline Aug. 31 To Renew, Obtain Dog License

Well it is that time of year again, vacation is behind us for another season, and our thoughts turn to preparing the family for back to the job and back to school.

In all this hub-dub, let's not forget that member of the family, who always shows devotion, love and is our eternal protector, man's best friend, the family dog.

Dog license were due July 1, and if you were pre-occupied at that time you had a grace period until August 31, before a penalty is added of \$2 to each license.

A rabies vaccination certificate is all you need to present at the time of obtaining your pet's license or renewing them, and this can be done at the Police Dept.

Remember also that there is a leash law, prohibiting dogs from running at large, the Pasadena Humane Society is under contract with the City of Sierra Madre to enforce this law. So when little Johnny or Mary wants to take a walk with their beloved pet, make sure "Rover" has his collar and leash attached.

## Re-opening September 4

The Bargain Cottage of the Hastings Ranch Guild for Cystic Fibrosis will have its grand re-opening on September 4. Refreshments will be served during the day.

After being closed during August the Cottage, located at 81½ W. Sierra Madre Blvd., will open its doors once again on each Monday, Wednesday, and Friday, from 10 a.m. until 2 p.m.

The Bargain Cottage has been remodeled and large quantities of new stock has been added. Mrs. Rodney Carley, head of the cottage this year, has been busy getting all the stock together and priced with the assistance of Mrs. Daniel Wells and Mrs. Alan Stearns and her pricing committee.

In addition to these members are three others who share a great deal of time and effort in making this thrift shop such a success. They are: Mrs. Richard Esbenshade, placements; Mrs. Darrell Wright, tax slips, and Mrs. John Goodlad, deposits.

Mrs. Harold Hennacy, president of the Hastings Ranch Guild for Cystic Fibrosis, has announced that

Please turn to page 5



LOVELY SHARON OTIS of Pasadena assists the executives of Investors Savings and Loan Association in surveying the land on which their new branch office will soon be erected. Left to Right: Mr. Jack McDonald, chairman of the Board, Investors Savings and Loan Association, Mr. T. Franklin Schneider, President and Chairman of the Board, San Diego Imperial Corporation, Mr. Verne Orr, President of Investors Savings and Loan Association, and Miss Sharon Otis.

## COUNCIL ACTION LIGHT

The City Council met in regular session with Mayor Severin L. Sorensen absent and Vice-Mayor Abernethy in the chair.

Roll call, approval of the minutes and the passing of Resolution 2007 paying \$28,892.54 in warrants was the first order of business.

### Demolish

The continuation of the hearing for the removal of substandard structures, saw Resolution 2014 passed ordering the shed at 444 Sturtevant Drive and a house at 480 Foothill to be demolished.

### District 81

Resolution No. 2001 was approved and passed which created Sewer District 81. Resolution 2008 and 2009 were passed which was the ordering of the work and the calling for bids on said district. The call for bids to be published in the September 5 issue of the News.

### Without Lights

The elimination of street lighting for tract 28192 (Lilliano tract) showed that the Council upheld the decision of the Planning Commission, that with underground utilities and the provision of individual lighting outlets for each home, and the additional expense involved with underground utilities that this tract be approved without street lighting.

### Routine

Mrs. Clayton's letter wanting additional relief from Sewer District 75 assessment was rejected on the grounds that a hearing was held, and all objections overruled, excepting those corrected.

The Police Department was granted the privilege of closing the Santa Anita road during extreme fire hazard periods not to exceed two days period at any one time.

The Lions Club was granted permission to erect a sign at the corner of Michillinda and Sierra Madre Blvd. but the city declined participation in its expense, now or hereafter.

### Police

Richard J. Maloney received appointment to the Police Department, pending his physical examination, and the Police Chief was given permission to seek examinations for sergeant from the ranks to fill the vacancy of Hi Embree.

### Appraiser Hired

Mr. Tim Holabird, appraiser, was hired at the rate of \$100 per day for a period not to exceed 25 days for the purpose of appraisal on Windsor Lane, Civic Center, Suffolk Avenue and other appraisal work deemed necessary at this time.

The Volkoff appeal of variance denial was set for hearing at the regular meeting of September 24, and a letter read from an apartment owner objecting to the high water rates was read with no consideration given.

### Taxation

Resolution 2011 and 2012, defining the money to be raised by taxation and the setting of the tax rate at \$1.765 were approved and ordered published in the September 5 issue of the News.

Work on streets of Sierra

Please turn to Page 4

## Water and Telephone

## Calif. Water & Telephone To Acquire New Property

Chester H. Loveland, president of Western Utilities Corporation, and Miles A. Sharkey, president of Duarte Water Company, jointly announced today that Western

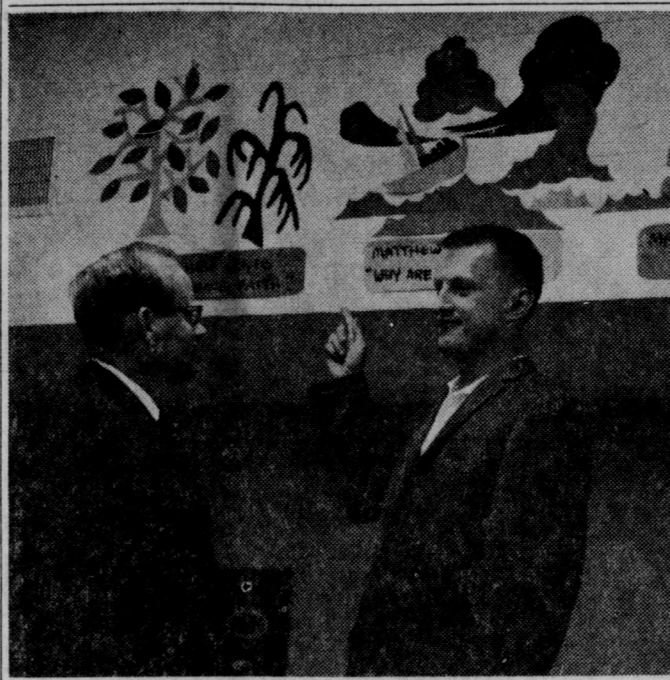
Utilities Corporation has offered to acquire all the shares of common stock of Duarte Water Company at the price of \$65 per share. The water company's board of directors has recommended to its 2,100 stockholders that the offer be accepted. Approximately 20,000 common shares are outstanding.

Duarte Water Company serves 5,800 customers in an area about 10 miles east of Pasadena. In 1962, the company's operating revenues totaled \$382,000, and at year end its net plant investment was \$2,139,000.

Pending acquisition of a controlling interest in Duarte Water Company, Western Utilities Corporation proposes to transfer that com-

pany's properties to California Water & Telephone Company. The latter company presently serves 70,800 customers in the three water divisions, which are part of the company's overall operations. One division is in the San Gabriel Valley, within eight miles of the Duarte Water Company. This division serves several thousand customers from its headquarters in San Marino. D. H. Piscus is the San Gabriel Valley division manager.

California Water & Telephone Company also serves approximately 215,000 telephones in southern parts of the state, including several hundred in Duarte. When this transaction is consummated, Duarte will become the first community in which the California Water & Telephone Company serves both water and telephone users. At the end of June, 1963, the company's net plant amounted to \$120,000,000 and its annual revenues totaled \$35,700,000.



HERBERT MEINKE points out to Rev. Niels Carlsen, his latest freehand silhouettes, cut from vari-colored construction paper and attached to the walls of the social hall at Bethany Lutheran Church in Pasadena. Herbert is a member of Bethany Lutheran, and a designer apprentice for Judson Studios.

## Bethany Lutheran Social Hall Has New Look

Empty space near the ceiling of the social hall at Bethany Lutheran Church in East Pasadena has become a teaching aid and an art gallery by the hand of Herbert Meinke, artist. Mr. Meinke, a member of Bethany Lutheran, is a designer apprentice for Judson Studios, Los Angeles. He has covered the wall space with free-hand silhouettes cut from vari-colored construction paper. The present series depicting the miracles of Christ appeared on the cover of the August issue of The Lutheran Teacher, a publication of The American Lutheran Church.

Similar panels have been created by Mr. Meinke about Old Testament prophecy, the nativity and for the passion of Christ. Currently he is working on a panel symbolizing the Apostles' Creed and another on the Lord's Prayer.

Pastor Niels Carlsen states that hours of biblical studies and a desire to communicate to others have enabled Mr. Meinke to create this type of visual expression. Scissors, construction paper, and a talented hand have given an interesting look to the social hall at Bethany Lutheran, 2666 La Sierra St., Pasadena.

## S.M. Fire Dept. Squelches Two Early Morn. Fires

The wall of the Sierra Madre fire siren and engine has broken the still quietness of the morning hours two times this past week, bringing sleepy Sierra Madresans out into the night. The first fire was August 24, at 2:43 a.m. at 585 Manzanita, the cause is undetermined, but it is estimated that \$1200 damage was done to this house. It is a vacant house.

The second alarm was August 27, at 2:30 a.m. This was an Edison pole at the corner of Orange Grove and Park Ave. A resistor on the transformer caught fire and was shooting sparks, creating quite a spectacular sight. No damage was done to any property, due to the quick action of our fire department.



MR. AND MRS. HUGH L. Warriner, and daughter Martie, of 471 W. Montecito Avenue were aboard the Matson Line luxury liner the SS Matsonia that sailed from the Los Angeles Harbor on August 17th and arrived in Honolulu on August 22. The Warriners will have a leisurely five day cruise to Hawaii. Mr. Warriner is Branch Manager of the Bank of America.

## Merchandise Given Those Who Match Their Number

## Second "End-O-Month" Sales Event Geared To Bring Shopping Pleasure

Yes sir, bub, the local merchants of Sierra Madre are on a rampage this week, with bargains galore throughout all the stores. This is the second in "End-O-Month" sales that have been planned especially for you, that you can more fully realize that Sierra Madre is one gigantic "Shopping Center," with warm, friendly merchants, who open their doors each and every day to give you the very best in quality merchandise at the lowest possible price.

Each merchant has studied his stock, and his offerings in this issue of the News are not old, shelf-worn merchandise that he wants to get rid of. The items that he offers are new merchandise, and the profits cut so that you, his customers, can receive a quality bargain.

Here is an additional feature this month, whereby Mr. Merchant gives you the chance for an extra dividend. Your paper is numbered. On pages 12 and 13 you will find a number in the middle of the page. Look up this number and then turn to page 11 and see if that number corresponds to any numbers listed at the top of page 11.

If you do have a number that matches, you can take that copy of the newspaper to any merchant whose advertisement appears on pages 10, 11, 12, 13 or 16, give him the paper, sign your name, address and telephone number, and he will give you without obligation or further negotiation, \$10.00 in merchandise of your choice in the store. The merchant then turns the newspaper over to the Sierra Madre News and will receive his \$10.00 for your gift. There is but one restriction and that is that you are limited, in that you cannot purchase

alcoholic beverages with this gift. This is prohibited by state law.

Sierra Madre Merchants join together in saying thank you for giving their store your consideration in your purchases. They will endeavor to merit that confidence and will plan for the next three months to bring you other outstanding bargains, with quality and service, that will do everything in their power to assist you in reducing your budget and creating the most friendly shopping atmosphere possible. Look over those pages and hustle down to the largest "Shopping Area" for many a mile. You may be saving yourselves a bundle.

We are human, and we make errors, the one nice thing about making an error of this type, the advertiser, gets a "once in a lifetime" advertisement on the front page. Now the error is corrected for Cunningham and they are numbered among the few front page advertisers.

Our Mistake . . .

The advertisement for Cunningham Stationers on page 11 of this issue has an error therein . . . All Back-To-School Supplies are NOT, we repeat are NOT 20% discount. 1963 Imprinted Christmas cards are 20% discount.

We are human, and we make errors, the one nice thing about making an error of this type, the advertiser, gets a "once in a lifetime" advertisement on the front page. Now the error is corrected for Cunningham and they are numbered among the few front page advertisers.

## Speak Up Merchants . .

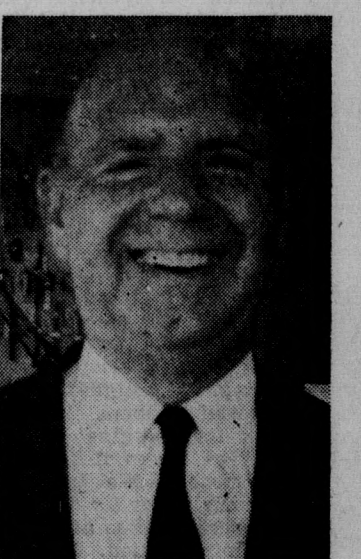
by Jody Beavers

Question: What in your opinion, could further be done in Sierra Madre, toward making it a more pleasant place for shopping and living?



Deane L. Damon  
Manager  
Roberts Market  
Cor. Baldwin & Sierra Madre

"In my opinion we are going in the right direction, improving our parkways, and parks, requiring ample parking space on all new construction, this is for the betterment of Sierra Madre, and will of course make for more pleasant shopping, plus offering the best in service and quality to our customers."



Byron C. Hopper  
Hopper's Jewellers  
90 W. Sierra Madre Blvd.

"I would like to see one hundred per cent cooperation between all merchants of Sierra Madre consistently, all working together as one team."



"Smiling New Father"  
Jim Brown  
Brown's Furniture  
303 W. Sierra Madre Blvd.

"I would like to see an annual or bi-annual event in Sierra Madre, for instance, a Fiesta Celebration, street dance, something where the people of the town could join in together, get to know each other, working and playing 'together'."

# Vella Views

By  
Toni Maurin  
SYcamore 7-9634

Dateline: La Salinas, Baja California

There are some people in this world that might spend their whole life without cooking over an open flame, or sleeping on the ground with the stars for a ceiling. They might not even realize the solitude and stillness of outside plumbing. They may never know the ritual of pumping up a Coleman lantern to light the way at night, or taking a cold water bath in the ocean. They may never realize the primitive comforts one has to earn when one goes camping and the sweet joy of survival from day to day. What's more, they might not even care. There are times when I think even old rugged me wouldn't of cared if I had to survive under the conditions I willfully dragged my family into this past week.

In our camp there were eleven other families, mostly from this area that were searching out the same simplicity and privacy that our forefathers may have had with just a few more of the modern comforts.

We camped in a lonely spot right on the black sands of Baja California, away from electric lights, running water, and telephones. True we substituted cars and trailers or tents for the covered wagons of yesteryear, but the roads we passed were rough enough to remind us of our heritage. We had no fear of enemy attack, but for city bred folk, our camp was remarkably laid out and ready for almost any onslaught.

When we reached the camp "en-caravan" with the Muellers — Dr. Bob, Nancy, Stevo, and Melissa, in one wagon, the Smiths — Jim, Jane, and Duncan, in the second, the Armstrongs — Alkan, Sallie, Kit, Hank, Janet Price and Dana Frick in the third, and we the Maurins — Ernie, Toni, Paul, Sherri, Debbie, and Eric, in the last, we were greeted with shouts of joy and a cervessa by the Goldsworthys — Charles, Chris, Nancy, and Charlie, the Richards — Al and Marguerite and their nephew, Bruce Birdsell, the Morgridges — Howard (known as Mo to his friends, Alice, Susan, and Gail Thompson, and lastly, the Holmes — George, Jane, Doug, and Bob Anderson.

Such a business you never saw in all of your born days. Kids, cars, trailers, confusion everywhere you looked, and there in the distance the surf pounding with absolute emerald splendor. Within an hour, somehow, the camp seemed to get set up. There were fire burnings in the various family fire pits, and dinner was already becoming a positive fact. Each camp had a small cabana. By that I mean a small roof and back windbreak, and out of this small structure emerged our homes for a week. We struck tents for sleeping and dressing. We designated outside wash rooms, laundry rooms for hanging of wet suits, yes, we even had outside larders. We imported all of our water for drinking and cooking, plus all of our own refrigeration. None of the ice water was wasted because it was boiled to do dishes.

Every meal was planned to give a well balanced diet, and believe me it was a delightful challenge to provide palatable and attractive meals for absolutely famished families three times a day without benefit of oven and unlimited supplies at a corner grocery store. The fire pit proved to be a luxury we here-to-fore ignored except as a handy bar-b-que. There is nothing quite so tasty as baked potatoes that have been baked right in the coals of a fire. Or corn, steamed in its own husks right in the fire. Or meat roasted, not broiled, but roasted, in the fire.

After a hearty meal and a community sing, with children gathering together in their groups and the adults gravitating in theirs, we bedded the young ones down under the stars, and the dads and moms trotted down to the shore to go racing thru the sand with the stars twinkling at our bare feet. Yes I mean it, now I know what is meant by catch a falling star and put it in your pocket. The ocean was phosphorescent and each white capped wave glowed in the moonless night like a silver streak. The sand was literally touched with stars and each step left a streak of twinkling lights. The Milkyway was close enough to fill your cup and the array of stars and planets were like sugar plums ready to be plucked. You can't buy this kind of beauty, you have to seek it out.

Daytimes we relaxed on a practically uninhabited beach, or ran along the shore to examine the marine life in the tide pools. Sea anemones, baby crabs and lobsters, and those tiny little hermit crabs carrying someone else's home on their backs, sea urchins, clams, snails, abalone, tiny fish. All there to see and discover, a tiny corner of the world that man hadn't improved over nature.

Later on in the week the Holmes left camp and Bob and Sara Anderson came down to oversee the boys and to join our group. We were also joined that day by Dr. John Howard and Pat, with Mike, Mark and Nancy, and Dr. Doug Batten, with Roberta, and their four children, Barbara, Bruce, Belinda, and Bob, and their nephew, Ken Kaufman.

One of the nicest evenings of all was when the children gave a talent show for the adults in a paper bag and candle lighted stage. We had magic, singing, dancing, and guitar playing with a community sing. We had the hula hula and "My County 'Tivasee" from the little five and six year olders to professional MC'ing by the oldest boy in the camp, Ken Kaufman.

Luckily, the John Frickes, John and Jean and their youngest child, Mike were able to come down for at least three days of the trip, in spite of the fact that they are deep in wedding plans for their daughter Ann.

I could go on and on. We camped, and found out what life is really like without too many frills. The most important thing is that we stopped running long enough to look around and get to know one another better, to see the little sweet things, to enjoy being alive and to appreciate living.

THAT is why people go camping!!!

# UPPER HASTINGS RANCH

2—SIERRA MADRE NEWS Thursday, August 29, 1963

SERVICE OUR SPECIALTY  
PHOTOGRAPHY is our business  
HASTINGS CAMERA SHOP  
3649 E. Foothill, Pasadena SY. 3-9655

Call Cumberland or Gilbert 3-6181  
For Location of Store Nearest You

**VON'S**  
and  
**Shopping Bag**

Shop Ahead! We'll Be  
**CLOSED LABOR DAY**  
Monday, Sept. 2nd

Stock Up Now ... on Things You'll Need for the Holiday Week-End!



**4 BIG SALE DAYS**

THU., FRI., SAT. & SUN.  
AUGUST 29-30-31, SEPT. 1

The Labor Day week-end is traditionally the "last call" for picnics and cook-outs ... time for family and friends to get together for fun and fine food at an outing or backyard barbecue. Start your plans now with a trip to your Von's & Shopping Bag store!

**FROZEN LEMONADE**  
Sunshine State—Concentrate  
6 OZ. CAN

SAVE 7¢ **6¢**

**VONS MAYONNAISE**  
Made With Whole Egg  
24 OZ. JAR

SAVE 14¢ **29¢**

**PAPER NAPKINS**  
Colorflex—Assorted Colors  
PKG. OF 60

STOCK UP **7¢**

**Headquarters**  
FOR YOUR PICNIC & BARBECUE NEEDS

**SALAD MUSTARD** 29¢  
**PICKLE RELISH** 29¢  
**MARSHMALLOWS** 29¢  
**ALUMINUM FOIL** 29¢

Schilling SEASONINGS  
"COOKOUT GENIUS"

**SCHILLING SAVOR SALT** 27¢  
**SCHILLING ONION SALT** 27¢  
**SCHILLING GARLIC SALT** 27¢  
**MCCORMICK SEASON-ALL** 29¢

Frozen Food Features

**KOLD-KIST CHILI & BEANS** 25¢  
**KOLD-KIST SIRLOIN TIPS** 49¢  
**WONG'S FROZEN CHINESE FOODS** 39¢

Pork or Chicken Chop Suet, Fried Rice, Shrimp Chow Mein, Egg Foo Young, pkg.

**Liquor Features!**

**Keg BEER**  
"Natural Flavor" Lager  
CASE OF 24 12-OZ. CANS **\$2.69**

Old Colonel Tyler  
**KENTUCKY BOURBON**  
Straight—86 Proof **\$3.59**  
Save 40¢  
**V-G-C VODKA** **\$3.59**  
80 Proof, Charcoal Filtered, Fifth

**Alka Seltzer**  
SPEEDY RELIEF OF UPSET STOMACH  
25 TABS REG. 59¢ **43¢**

**VON'S DELICATESSEN SPECIALS**

**CANNED HAMS**  
HORMEL Lean, Tender, Waste-Free! **\$3.79**  
5 LB. CAN

**Swiss Cheese** 39¢  
**Von's Salads** 29¢  
**FRANKS** 49¢

Farmer John All Meat **49¢**

**VEGETABLES**  
Peas, Cut Corn, Mixed Vegetables, Crinkle Cut or French Fry Potatoes

Your Choice **58¢**

**Jerseymaid Ice Cream** 59¢

**Von's Potato Chips** 69¢

**White Paper Plates** 49¢

**Chunk Style Tuna** 23¢

**Butter-Nut Coffee** 59¢

**Super Savings**

FINAL SERIES OF THE COMPLETE SET BEGINS TODAY!

**VON'S SPECIALS ON FRESH FRUITS AND VEGETABLES**

**SEEDLESS Grapes** **10¢ lb.**

**Nectarines** 2:25¢  
**Brown Onions** 2:15¢

**EXTRA FANCY SWEET, LARGE AND LUSCIOUS**

**Great Refreshment on Warm Weather Days!**

**EXTRA FANCY LE GRANDE** 2:25¢  
**FIRM, SWEET** 2:15¢

**SWEET CORN** 5¢

**FRESH, TENDER GOLDEN EARS**

**ON FINE AMERICAN MADE HOMER-LAUGHLIN OPEN STOCK**

**SNOW WHITE CHINA** 39¢

**10-INCH DINNER PLATE**

With \$5.00 Purchase, Exclusive of Fresh Milk, Tobacco or Alcoholic Products ... \$1.25 OPEN STOCK VALUE ... NO COUPON NEEDED

**At Von's Bakery**

**BAR-B-Q FRENCH BREAD** 33¢  
**LONG LOAF RYE BREAD** 29¢

Regular or New Super Thin Sliced

**Seafood Sea-lections**

**Fresh Salmon** 89¢  
**Fresh Dover Sole** 79¢

**Gorton's Frozen—Grade A**

**FISH CAKES** 29¢  
**FISH STICKS** 69¢  
**SCALLOPS** 49¢

**Big Dollar Buys!**

**Pitted Ripe Olives** 49¢  
**Button Mushrooms** 39¢  
**Hi-C Fruit Drinks** 10¢  
**Chuckles Candy** 49¢  
**Ice Cream Topping** 39¢

**BEIL—LARGE** 49¢  
**NO. 1 CAN** 49¢  
**BRANDYWINE** 39¢  
**4 OZ. CAN** 39¢  
**3 FRUIT FLAVORS** 10¢  
**12 OZ. CAN** 10¢  
**7 VARIETIES** 49¢  
**12 OZ. BAG** 49¢  
**SHUCKER'S** 39¢  
**20 OZ. JAR** 39¢

**Catering All Flavors 1/2 Gal. Can.**

**Mullen, 9 Inch Pkg. of 40** 49¢

**Chicken of the Sea Light Meat, 6 1/2 Oz. Can** 23¢

**Featured on KTTV, Ch. 11** 59¢

**2 Lb. Can \$1.17 1 Lb. Can**

**ON FINE AMERICAN MADE HOMER-LAUGHLIN OPEN STOCK**

**SNOW WHITE CHINA** 39¢

**10-INCH DINNER PLATE**

With \$5.00 Purchase, Exclusive of Fresh Milk, Tobacco or Alcoholic Products ... \$1.25 OPEN STOCK VALUE ... NO COUPON NEEDED

**WHOLE HAMS** 45¢  
**BUTT PORTION** 47¢  
**HAM SLICES** 98¢

**Full Shank Half** 39¢  
7-8 LBS., NO CENTER SLICES REMOVED

**Sliced Bacon** 59¢  
Wafer Thin 69¢ lb.  
Reg. or Thick Sliced ... PKG.

**Link Sausage** 49¢  
FARMER JOHN SKINLESS 1/2 Lb. Pkg.

**Von's & Shopping Bag Fresher ... Better**

**GROUND MEATS**

**Best for Barbecued 'Burgers**

**GROUND CHUCK** 59¢  
**GROUND ROUND** 69¢

**Don't Forget the Buns...**

**YOUNG HEN TURKEYS** 39¢  
U.S.D.A. Grade A Fresh Frozen 10-14 Lbs. Avg. Wt. Fine to Roast and Slice or to Barbecue

**Fancy Ducks** 49¢  
**Turkey Rolls** 39¢  
**Beef Steaks** 10¢

**In the Frozen Food Cases:**

**Frozen Evaporated** 49¢  
**Frozen Evaporated** 49¢

**Gerber's Baby Foods**

**BRANDYWINE** 29¢  
**Powdered** 39¢

**Savoy Paper Plates** 59¢  
**Zee Toilet Tissue** 37¢  
**Chiffon Facial Tissue** 25¢  
**Lux Liquid Detergent** 35¢

**ATLAS FEDERAL SAVINGS AND LOAN**

722 East Colorado Boulevard • Pasadena, California  
SY 5-9531 • HI 6-5239

Across from J.W. Robinson's  
Save-by-mail postage-free  
Ample free adjacent parking

**ATLAS FEDERAL SAVINGS AND LOAN ASSOCIATION**

★ PASADENA 3841 E. Sierra Madre Blvd.  
★ ALTADENA 2408 Lincoln Ave.  
★ SO. PASADENA 1616 State St. (East of Fair Oaks)  
★ WEST ARCADIA 1407 Baldwin Ave.

WELCOME SAVERS!

**4.85%**

PLANNED CURRENT ANNUAL RATE PAID QUARTERLY

This dependable Pasadena association cordially invites you to open an insured savings account today • Save-by-Mail postage-free • Savings Insured to \$10,000 • Legal Investment for Pension Plans, Corporate and Trust Funds

REGULAR HOURS:

MONDAY THRU THURS. 9 TO 4; FRI. 9 TO 6

**ATLAS FEDERAL SAVINGS AND LOAN**

722 East Colorado Boulevard • Pasadena, California  
SY 5-9531 • HI 6-5239

Across from J.W. Robinson's  
Save-by-mail postage-free  
Ample free adjacent parking

**ATLAS FEDERAL SAVINGS AND LOAN ASSOCIATION**

## Pamela Oiler, William Roger Beauer United In Marriage In La Canada



MRS. WILLIAM ROGER BEAUER  
... nee Pamela Robin Oiler

On Saturday, August 17, at 8 p.m. in the La Canada Presbyterian Church with the Rev. Dr. Andrew MacCormick officiating, Pamela Robin Oiler and William Roger Beauer were united in marriage.

Pamela is the daughter of Mr. Phillip R. Oiler, 4030 Lehman Road, La Crescenta, and Mrs. Carl Reece, 29 Suffolk, Sierra Madre.

Bill is the son of Mrs. Margaret Beauer of Sunland and Mr. Charles Beauer of Tujunga.

The bride was given in marriage by her father, and for her wedding chose a gown of white silk organza over taffeta with re-embroidered Alencon lace.

Lace outlined the contour neckline and short sleeves of the fitted bodice and was applied on the bodice and down the sides of the controlled A-shape skirt front. A touch of blue was effected by narrow bands of pale blue visible through the skirt appliques and ending in tiny hemline bows. The bows were repeated at the back waistline, and the skirt's carriage back extended to form a modified cathedral train.

Her illusion veil was held by a forward tipped caplet of seed pearls. The headpiece had first been worn by Mrs. Harvey Robin Harrison, cousin of the bride—at whose wedding Pamela was flower girl—and later worn by Mrs. John Markovich, another cousin.

The bride carried a handkerchief that was more than 100 years old, and had first been carried by Mrs. Cyrus Trueblood, the bride's great-grandmother. The Truebloods were pioneers of Whittier and later of Pasadena.

The bridal bouquet was white phalaenopsis orchids and stephanotis.

Miss Margaret Beauer, sister of the bridegroom, served the bride as maid of honor, and Miss Donna Jean Haas, Miss Sherry Burruss, Miss Judy Pester and Miss Janice Lee served as bridesmaids, and complemented the bride in gowns of poudre blue silk linen sheaths fashioned with sabrina necklines, tunic skirts and back flare at the hemline. Their headresses were crowns of matching blue silk linen with circular veils.

The attendants carried crescents of chartreuse spider chrysanthemums.

Sheila Burke, sister of the bride, was flower girl, wearing a white organza frock with a lace bertha collar.

The bridegroom chose Patrick Epperson as his best man and the ushers were David Hobbs, Richard McGrath, Gary Norton and Francis Roberts, with Brian Burke, the bride's brother, serving as junior usher.

The bride's mother chose a pale blue embroidered linen gown with white accessories and wore a white orchid corsage for her daughter's wedding.

The bridegroom's mother was gowned in a champagne silk linen, draped tulle hat in shades of brown and beige, and wore a brown cypripedium orchid.

A reception was held at the home of the bride's father and stepmother. Mrs. Oiler wore a mimosa chiffon gown with beaded waistline and a matching yellow chiffon hat and a yellow-throated white orchid.

Assisting at the reception were Miss Janie Houston, Miss Sheila Pyles, Miss Kathleen Mathewson, Miss Giorianne Haas, Miss Patricia Newman and Miss Sandra McLean. Miss Sandra Ohs was at the guest book.

Immediately following the reception the newly married

couple left for a honeymoon trip—destination, Northern California and Lake Tahoe.

For her traveling costume the bride chose an emerald green Belgian knit suit with green, copper and toast feather hat. With this she wore toast accessories.

The new Mr. and Mrs. Beauer will make their future home in Newhall where the bridegroom is on the faculty of Placerta Junior High School.

The bride is a graduate of Glendale High School and attended Glendale College and University of Arizona. Her affiliations are Philharmonic Teens and Delta Gamma.

The bridegroom is a graduate of Verdugo Hills High School, Los Angeles Valley College and the University of Arizona. His affiliations are Kappa Sigma and Newhall Junior Chamber of Commerce.

Pamela is the granddaughter of Mrs. Anita Barber of Sierra Madre.

## The PLAZA Shop Talk

By Sewall Clark

HAVE YOU ever had that "left out" feeling? If you are human, and not a man from Mars, you probably have. Even a man from Mars, if he failed to make a landing, might know it, too.

NOTHING goes deeper than the feelings of the kid whose friends are all attending a party where he was not invited.

I knew that feeling when someone gave a party with all my friends invited. But me? I had that "left out" feeling, not knowing it was a "surprise party" until I was taken there.

Like with halitosis, even your best friends won't tell you. So stop eating onions.

OR STOP eating your heart out. There may come a time when you will prefer to be home, eating onions.

Or you can go to that party and still have that "left out" feeling because you are so bored.

QUOTING myself from Matt Weinstock's column, with his permission I hope:

COCKTAIL PARTY Non sequitur is all I find In noisy talk with nothing in mind.

DON'T EVER feel "left out" at the Plaza Shop. We have no sales girls, but Trudie is there with her experience as a fashion designer and former dress manufacturer.

She may even talk you OUT of buying a certain dress if she thinks it wrong for you, but you will never leave feeling "left out."

"Ask Trudie"

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in Sierra Madre  
356-1495

PS—Trudie says: "What about the WOMAN from Mars? She could become a NEW woman in Italian knits by Romia!"

## Social and Club Activities

### Sierra Madrean Enters Road Racing Event

John Albi, 24, of 160 E. Highland, Sierra Madre, has entered his BMW in the 20th Santa Barbara road racing championships on Labor Day weekend (Aug. 31-Sept. 1).

Albi's entry was received this week by the co-sponsoring California Sports Car Club. The Cal Club and the Santa Barbara Junior Chamber of Commerce expect the entry list to top 250 for the traditional summer's end racing event.

Albi will drive his BMW in the sedan event on both days. Other action will be seen in motorcycle and formula junior races, as well as the featured big-bore modified and production main events.

rayon with matching gloves, avocado hat and shoes with matching purse, and a corsage of Cymbidium orchids.

The newlyweds will be at home at 252 Mariposa, Sierra Madre, after Sept. 7.

The bride is a graduate of John Muir High School and Pasadena College, and is a life member of Scholarship Society at both schools.

High school clubs were Shutterbug, Adelphi and government organizations. At PCC she graduated as medical assistant, and was a member of Cadeceus and president of Gunaikie sorority.

The bridegroom is a graduate of Abraham Lincoln High School and Los Angeles State. He was a lieutenant in the U.S. Army as a paratrooper.



MRS. GEORGE ERNEST FRY  
... nee Sharon Irene Schnell

### Sharon Irene Schnell Becomes Bride Of George Ernest Fry On August 24

Bouquets of all white flowers, giant mums, gladioli, and stalks, with white bows and long white candles, banked the altar of the Grace Lutheran Church in Alhambra, on Aug. 24 at 8 p.m., when Sharon Irene Schnell became the bride of George Ernest Fry.

Sharon is the daughter of Mrs. Eugene Cyril Schnell of 188 E. Sierra Madre Blvd. The bridegroom is the son of Mr. and Mrs. Merrill Fry, 2602 Lincoln Park Ave., Los Angeles.

In the presence of 300 guests, the bride was given in marriage by her uncle, Mr. Paul Andersen of Rosemead. Performing the impressive ceremony was Pastor Ray E. Hansen of the Shepherd of the Hills Lutheran Church in Arcadia.

The bride's gown was taffeta with bell-shaped skirt, crushed cummerbund waist and a scoop neckline. The neckline was trimmed in a combination of Alencon and ribbon lace. Sprays of the lace cascaded down the front of the gown. The detachable train was attached high on the back, giving a wattleau effect with a bow.

The bride's veil was imported triple tiered French illusion held in place by a pillbox headpiece, re-embroidered with Alecon lace and seed pearls.

Her bridal bouquet was full serrescent shaped of phalaenopsis, orchids, lily of the valley and fern. Her only jewelry was a string of pearls given her by her mother who had worn them on her wedding day.

Mrs. John Patten of Monrovia served the bride as matron of honor, and the bridesmaids were Miss Lynnae Andersen, cousin of the bride; Mrs. James Lima of Alhambra (formerly Lorraine Inco); Mrs. Joseph Huston of Flintridge (formerly Kay Cletus), and Miss Cynthia Schnell, sister of the bride.

The attendants were gowned in aqua satepeau with bell-shaped skirts and sabrina draped cowl necklines. A self rose adorned the skirts which had an overskirt effect. Their hats were aqua pillbox of satepeau with matching blocked veils, and their carried parasols filled with Figi mums and yellow rose buds, with sprays of assorted stalks cascading down the front of the parasols.

Miss Theresa Dancy and Master James Dancy, daughter and son of Mr. and Mrs. Thomas Dancy of Sierra Madre, served as flower girl and ring bearer.

The flower girl wore a full length white taffeta dress, trimmed with aqua satepeau, and carried a miniature parasol.

Dr. William C. Dale of Arcadia served the bridegroom as best man and the ushers were Mr. David Castillo of Los Angeles, Mr. Thomas Dancy of Sierra Madre, Mr. Robert Fry of Azusa, brother of the bridegroom, and Mr. Richard Torcasso of Monterey Park.

For her daughter's wedding, Mrs. Schnell chose a pink silk two-piece dress with contrasting pink hat and shoes. She wore a corsage of contrasting pink roses.

Mrs. Fry, mother of the bridegroom, chose a blue silk dress with matching shoes and a white hat. Her corsage was a lovely white orchid.

Three hundred guests were present at the reception which was held in the church Parish Hall. The decor was carried out with a white table with aqua trimmings, the highlight of the reception being a white ribbon cake.

### Renee Koontz Becomes Bride of Joseph Walker Whitney III, Aug. 24



MRS. JOSEPH WALKER WHITNEY III  
... nee Renee Koontz

At the St. Luke's Episcopal Church in Monrovia, on August 24, at 8 p.m., Renee Koontz became the bride of Joseph Walker Whitney III, with the Rev. Morton T. Kelsey officiating the nuptials.

Renee is the daughter of Dr. and Mrs. Richard Koontz, 3660 Fairmeade Road, Pasadena, and the bridegroom is the son of Mr. Joseph Walker Whitney Jr. and the late Hope Kingsberry Whitney.

The bride looked lovely in

cascade of stephanotis and phalaenopsis on her prayer book.

Double sentiment was attached to the gown chosen by the bride. It had previously been worn by the bride's mother at her wedding.

Rachelle Koontz served her sister as maid of honor, and Kristine Koontz, another sister, served as junior bridesmaid.

Bridesmaids were Stephanie Whitney, sister of the bridegroom; Karen Krivz, cousin of the bride, Nancy Bridges and Mrs. Larry Tad Stock.

The attendants were all gowned identically in floor length white eyelet pique gowns lined in pale blue. The gowns had fitted bodices with bell-shaped skirts.

### Kappa Delta Dinner, Business Meeting, Sept. 17

The Pasadena Alumnae Association of Kappa Delta will gather for a combined dinner and business meeting on Sept. 17 at 6:30 p.m. at the home of Mrs. Leighton B. Tuck, 3216 George Circle, Pasadena.

Mrs. Frank McKibben of Pasadena will be chairman of the committee including Mmes. Robert W. Morris, Pasadena; Arnold E. Gehlen, San Gabriel; Sydney Larkin, Arcadia, and John E. Stevenson, Alhambra.

All recent graduates and newcomers to the San Gabriel Valley are invited to attend. The business meeting will start at 8 p.m. for those unable to attend the dinner. For information, contact the new president, Mrs. Leon Foley of Arcadia, HI 7-9659.

They wore white picture hats trimmed in the same blue, and carried bouquets of blue fringed white carnations.

The flower girl, Michelle Crane, daughter of Mr. and Mrs. Bruce Crane, was dressed identically.

The bridegroom chose as his best man Mr. Kent Anderson and the ushers were Mr. Dave Anderson, Mr. Richard Kretsinger, Mr. Donald Anderson, Mr. Larry Tad Stock and Mr. Thomas Venzon.

A reception was held in the gardens of the bride's parents' home in Pasadena. Immediately following the reception the newlyweds left for a honeymoon trip to Carmel and Lake Tahoe.

They will make their home at 710 W. 18th St., Costa Mesa after Sept. 10.

Out-of-town guests included Mr. and Mrs. Ken Flowers, aunt and uncle and also godparents of the bride, from Phoenix, Ariz.; Mr. and Mrs. Albert S. Quinn of Asa Grande, Ariz.; Mr. and Mrs. Peter J. Munch, Phoenix; Mr. and Mrs. E. Gray Robins of Colorado Springs, Colo., and Dr. and Mrs. John Peter Pearson of Oxnard, Calif.

### Local Artist Opens Home To Artist Guild

Last Tuesday afternoon Mrs. B. Ward McIvor, noted Sierra Madre artist opened her home to members of the Artists Guild of Sierra Madre.

After a tour of Mrs. McIvor's studio the hostess served refreshments and everyone enjoyed an informal discussion of art techniques and exhibits.

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SIERRA MADRE NEWS—5  
Thursday, August 29, 1963

Grand Re-Opening  
the next meeting of the  
Guild will be held on Sep-  
tember 5. At this time last  
minute reports will be made,  
from the committee mem-  
bers, on the progress of the  
benefit. The benefit, "Sep-  
tember Affair," is being held  
on September 21, at the  
Stuart Building.

Dance Contest  
To Find  
Cupi-Dolls

Paul Leonard, pioneer in  
Teen-Age Beauty Contests  
for Grace of Motion, is an-  
nouncing something new —  
a beauty and dance contest  
for little girls, ages three to  
eight — the first contest to  
choose the "Queen of the  
Cupi-Dolls." Girls from all  
areas may enter.

This novel feature will be  
presented to the public at  
the Los Angeles County Fair  
on the stage of the Amphi-  
theatre, during Paul Leon-  
ard's Sixth Annual Beauty  
Contest for graceful girls.  
The date is Saturday, Sept.  
28, at 11 a.m.

From previous teen-age  
contests have emerged win-  
ners who have gained wide  
recognition, among them, an  
international champion of  
tandem surfboard riding, a  
Pasadena Rose Queen and  
Princesses, and a Miss Teen  
Pasadena. Latest winner,  
Lori Lechner, the new Miss  
California and finalist in  
the International Beauty  
Contest, just completed.

Each of the girls mentioned  
had special training with  
Mr. Leonard.

The present Miss Teen  
Pasadena, Penny Harwood,  
will star in a production  
number at the Fair. Yvonne  
Dominguez of Altadena, who  
claims direct descent  
through her father, from the  
fabled Ponce de Leon, is also  
to be a featured dancer of  
this group, trained in the  
classic Free Dance tech-  
nique.

The overall winner will be  
decided once again on the  
basis of grace of motion to  
music, as revealed on film.

Her title will be Miss Film-  
ogenic. The first "Miss Film-  
ogenic" selected from film  
clips of last year's contest  
was Nancy Davis, who later  
became widely known as  
Pasadena's Rose Queen.

Both teen-agers and "cupi-  
dolls" (ages 3 to 8 years),  
are cordially invited to re-  
gister for the forthcoming  
events. Those interested  
should call 449-1759 even-  
ings, or appear at 161 N. Oak  
Knoll, Pasadena, on Satur-  
day mornings, from 9 a.m.  
on.

Ceramic Classes  
At Monrovia  
Evening School

Monrovia Evening High  
and Adult School, at Colo-  
rado and Madison Aves.,  
announces that ceramic  
classes will be held during  
the Fall semester, on Thurs-  
days, beginning September  
19, from 7 to 10 p.m. and  
on Fridays, beginning Sep-  
tember 20, from 9 a.m. to  
noon, in Room 3 in Shop 1,  
at the Monrovia High School.

Mrs. Elizabeth Johnson is  
the instructor of the class,  
and many beautiful works  
of art are created by the  
members of these classes.

Anyone interested in these  
classes may enroll with  
Mrs. Johnson at the time the  
class meets, or for further  
information, call the Mon-  
rovia Evening High School  
office, 358-2551 or 358-8124.

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defilement of Christianity, strange deaths, ominous propa-  
ganda — these are aspects of University life not usually  
mentioned in the catalogue.

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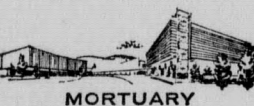
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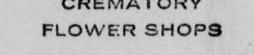
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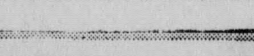
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## Enrollment At St. Rita's Up For Coming Year

Mother Mary Hermana, O.S.F., superior at St. Rita's School, Sierra Madre, for the last three years, has returned to resume her duties for the coming school year. Unlike last year, Mother Hermana will not be a teaching principal, but will spend her entire time in administration and supervision.

Mother Mary Clarissa, newly elected Provincial of the Sisters of St. Francis of Penance and Christian Charity, has selected the other religious personnel for the school. Nine sisters will be on the faculty of St. Rita's this year with eight lay teachers. Four of the sisters are new to St. Rita's—Sister Rosemarie, who comes from Holy Angeles, Arcadia; Sister Mary Elaine, who has been in Buffalo, New York; Sister Mary Brendan, who was at the Grace Day Home in Sacramento; and Sister Mary Raymond, who was stationed in Cincinnati, Ohio.

Three of last year's teachers received other assignments. Sister Mary Cletus, former first grade teacher, and Sister Mary Mark, former fourth grade teacher, are in Havre, Montana, while Sister Francis Marie, another first grade teacher, will be teaching at Holy Angels School, Sacramento.

Among the lay faculty Mrs. Kathleen Lavigne, Mrs. Thomas Tobin, Mrs. Katherine Williams, Mrs. Marion Henning, Mrs. Virginia McCrohan and Major David Lavigne are returning. New members of the faculty are Mrs. Margaret Conn and Miss Marcella Barrett.

The total school enrollment to date is 600, compared with 545 last year. It is expected that registration will be well over the 600 mark when school opens on September 10.

There will be two classes of each grade, first through eighth, making full use of the facilities available at the school.

The teachers, the grades they will teach, and the total number in each grade are announced tentatively as—first grade, 76, Sister Mary Elaine and Sister Rosemarie; second grade—92, Sister Mary Carolyn and Mrs. Kathleen Lavigne; third grade—72, Sister Mary Brendan and Mrs. Thomas Tobin; fourth grade—79, Mrs. Katherine Williams and Mrs. Margaret Conn; fifth grade—80, Mrs. Marion Henning and Sister Mary Raymond; sixth grade—77, Sister Mary Gemma and Mrs. Virginia McCrohan; seventh grade—73, Sister Rosemary (girls) and Miss Marcella Barrett (boys); eighth grade—50, Sister Mary Leonard (girls) and Major David Lavigne (boys).

Sister Mary Leonard will again serve as vice principal of the school, while Mrs. Thomas Marchine will continue to handle the clerical duties in the office.

family also saw Paul's brother, Lee.

**The Going Gobrechts**  
For the first summer since the opening of their toy emporium, the Bob Gobrecht family had a summer vacation together.

All three children went to six weeks of summer school, and then to two weeks at camp.

Finally the reunited family spent a week at San Clemente Inn, surfing in the sea. The second week was spent in the High Sierras, where they caught the limit in trout every day and camped in their new "Macabus." This is the kind of family togetherness that we like to hear about.

**Flash**  
The Rowley's dog, GIGI, has just had four pups! The mother is a pedigreed Sheltie and the father is a pedigreed Schnauzer. How about that???

Now hear this! If you don't want squashed bread, lettuce in the freezer, eggs in the crisper, hamburger in the bread box, and mashed bananas in the silverware drawer, then don't ask your little darlings to "bring in the groceries and put them away." Our advice to you on all this is—"Mother, you'd better do it yourself!!!"  
Sight-h-h!

## Horse Talk

Speaking of horses, former Ranchettes Cranor and Vickie Richter are shopping for a steed for daughter Randy. Although they have no lack of space at their lovely Covina home, they do have a problem. Vickie is looking for a horse with a "personality to suit the family." Now think about THAT for a while!

## Sunny Summer

The house at Dana Point, owned jointly by two of our neighbors, has been put to good use this summer. Dean and Kathy Snyder, with their children Joan and Kevin, and Brewster and Carol Benedict and son Charles, have spent all of their free time at their mutual beach home. While there, Kathy has been golfing it up as well as acquiring a terrific tan.

The Snyder family also spent a week at the Balboa Bay Club, where they saw many other Pasadena visitors.

## Missouri Visit

Paul and Laura Robertson, with their children Karen, John, and Ann recently returned from a visit with Paul's mother, Mrs. Vic Robertson, at Clinton, Missouri. Their children loved the farm, the horses, milking the cows, and feeding the chickens. While there, the

took a Sand Dune Buggy Ride! There are old cars with snow tires, which provide a roller-coaster ride up and down through the dunes.

The Tillamook Cheese Factory in Tillamook, Oregon, was another tourist attraction visited by the family.

## Happy Ending

Talk about a poor way to start a vacation! The entire Maass family, Charles, Vivian, and children Char and Clifford, were down with strep throat infections the first week. They recovered in time to camp at Buckhorn Flats for the second week, however, where they breathed deeply of the smog-free air.

They are now busy painting, and, as Vivian says, "working" with their horses.

## Bethany Church Notes

Activities at Bethany Church have been largely curtailed in order to devote all efforts toward the Billy Graham Evangelistic Crusade now in progress at the Los Angeles Coliseum. The church sponsors a nightly bus which leaves the church at 6:15 p.m. Monday through Friday. There is no service on Saturday.

One major change in the Crusade schedule is the time of the Sunday meetings this coming Sunday, Sept. 1, and then Sept. 8. Instead of meeting at 3 in the afternoon the service will be held at 7 in the evening on these two days. Consequently, Bethany Church is providing bus transportation for these services also. You may obtain your reservation by simply calling EL 5-1409 before 4 p.m. on the day you wish to go. Cancellations should also be made by that time.

Anyone may ride on the bus whether you attend Bethany or not. Dr. Robert Schaper, pastor of the church cordially invites all to participate in this invitation and urges everyone to take advantage of these great services at the Coliseum.

Nineteen boys from Bethany Church are attending Green Oak Boys Ranch east of Oceanside during this week. Green Oak is a Christian camp operated by the Los Angeles Rescue Mission and is known as one of the outstanding boys camps in the country. They return on Saturday.

Dr. Schaper will be preaching at the 11 worship hour this coming Sunday.

The Shadow Grove home of Woody and Olga Moore was the site of a western-style swim-chuck wagon round-up. This party was a warm-up for the big round-up to be held at the Trinity Presbyterian Church in September. Schooners and their guests wore western outfits—even for swimming? Assisting Mr. and Mrs. Moore were Vic and Doris Harris and Ed and Ann Thomas.

## North to Alaska

Judd and Doris Schneek, accompanied by their children, Charlene and Alan, have returned from a wonderful trip.

They drove to Seattle, Washington, and there took a boat for Alaska. Not only did they enjoy a grand tour of our northernmost state, but they also had the excitement of a ride in a seaplane.

After the cool weather in Alaska, they returned to a 95 degree heat wave in Seattle.

On their trip down the coast, the Schneeks had another unusual experience—one that Doris says is a must for anyone passing through the area. Near Florence, Oregon, the family

## SM Kiwanians Special Guest

The Kiwanians of Sierra Madre met Tuesday, August 20, and greeted their president, Douglas Delahouke back from his vacation.

A very fine program was presented by Clyde McCollin and Z. A. Paschall of the Government of Trinidad. The program was informative and helped acquaint the viewers with one of our neighbors to the south.

Jess Layton of Arcadia was the only visitor at this week's meeting.

## Rev. Hesse Announces Sunday Services

"Functioning As the Body of Christ" will be the sermon message of the Rev. Armin Hesse in the 9 and 10:30 Sunday worship services at Faith Lutheran Church, 845 Hastings Ranch Drive.

This sermon will be the fifth in the clergyman's current summer series on the New Testament Letter of First Timothy. It will outline another chapter of "Divine Counsel on Church Membership," as the pastor has entitled the book's content.

The Sunday school classes, together with the junior, senior and adult Bible classes will meet at 9:45, following the 9 parent-pupil worship service.

SIERRA MADRE'S  
FINEST . . . .

## The Shallimar

2 - Bedroom  
and 2 & Den . . .  
APARTMENTS

OPENING SEPT. 15th

484 Mariposa Ave.  
(Corner Park & Mariposa)

THE BEST IS WELL  
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REDUCE  
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MONA LISA  
20% OFF

ON COURSES  
THROUGH SEPT. 13  
Mona Lisa

81 N. Santa Anita  
SY 2-1648

Meeting Schedule  
September, 1963  
TUESDAY, SEPT. 3  
Stated Meeting.

Refreshments Following  
TUESDAY, SEPT. 10  
Second Degree  
Past Masters will officiate  
Refreshments Following  
TUESDAY, SEPT. 17  
DARK  
TUESDAY, SEPT. 24  
Constitution Day  
Observance Program,  
Dinner at 7:00 P.M.  
Program at 8:00 P.M.  
Make reservations early.  
Phone Dom. Boggio, SY  
3-2121, Ext. 273. Bring  
family and friends.

MONDAY, SEPT 30  
District Officers Meeting  
at Sojourners in Duarte.  
Monrovia host

Sierra Madre  
Lodge No. 408  
F. & A. M.  
33 E. Sierra Madre Blvd.  
Sierra Madre, California  
EL 5-0590

## Shakespeare Jrs. Membership Buffet Brunch

The Shakespeare Club Juniors will have their final swim party of the year, Wednesday, September 11, at 11:30 a.m., at Kathy Rogers home, 120 Lorayn Dr.

This will be a pot-luck luncheon, reservations can be made by calling Barbara Archer, HI 7-6871.

Also the membership committee is having a buffet brunch in a "Bit of Olde Engleande," Wednesday, September 18, at 10:30, in the garden of Carol McCabe's.

Send your recommendation to Anne Stadler, for Junior membership, so that special invitations may be sent out, suggests the committee to all members.

Next time—relax!  
at the  
PLAZA SHOP  
Dresses - Negligee  
Sportswear  
39 EAST MONTECITO  
"Ask Trudie" — EL 6-1495

What Is a Bargain?  
"Ask Trudie"  
THE PLAZA SHOP  
Dresses - Sportswear  
39 East Montecito  
Near the Shell station

Use the Classified  
Ads and turn  
Your Used Merchandise  
Into Cash

Be modern with  
**MOEN**  
IN YOUR  
KITCHEN  
Only faucet  
with Dialcal  
Cartridge!  
G-E-M PLUMBING CO.  
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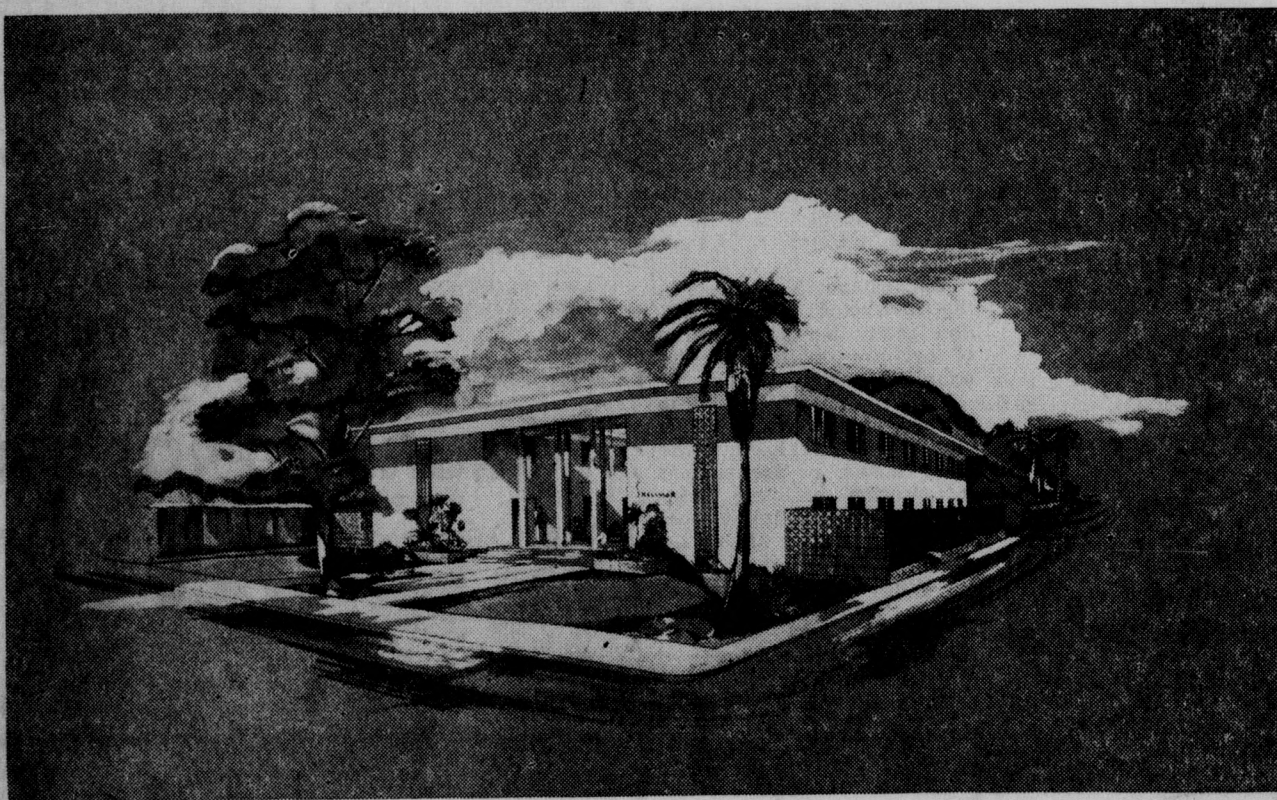
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For Secretarial, Typewriting,  
Shorthand, Key Punch and NCR

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Wait Until September 15

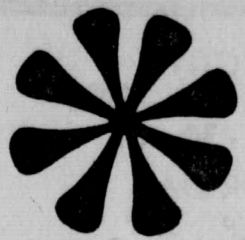
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PLANNED For those who are accustomed to the finest in dignified living.

FEATURING Entry and central hall plans  
Front and rear entrances  
200 sq. ft. private patios  
2 pullman baths (stall showers)  
Central air conditioning and heating  
Wall to wall carpeting and drapes  
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# CLASSIFIED ADS



Phone  
EL 5-3324



COPY DEADLINE 2 P.M. TUES.

Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch.

## HELP WANTED

## HELP WANTED

## HELP WANTED

## Sculpture--Artists WANTED

We are moving our design division to Sierra Madre and we are in drastic need of sculptors and creative artists who live in the area.

Even though you be a housewife with but a few hours a week to spend. A part time worker, a young boy or girl interested in the field of art and sculpturing, we want your application.

Our plant is in Riverside, but as soon as we can establish skilled personnel in Sierra Madre, many new products and operations will be transferred to this area.

- Write For Appointment
- Call For Appointment
- Come In — We'll Talk To You.

## CHRISTMAN-CARNEY

CORPORATION  
49 SOUTH BALDWIN AVE.  
Phone 355-1510

BABY sitter, lite housekeeping, live out. Own transportation. Children 8 & 4. 365-1333 after 6:30.  
B:8-29tf

HOUSEKEEPER, 1-5 p.m. 5 days. \$140. Own car. SY 4-5941  
B:8-29

I'M 2 1/2 and need someone to stay with me during the day, Mon. thru Fri. Call eves. or weekends. EL 5-8715. B:8-22-8-29

BABY sitter. Excellent working conditions for woman to care for two school age boys, Mon. thru Fri. Upper Hastings Ranch area. 355-8566  
B:8-29

**THE BIG EARNING**  
time beckons ambitious women! Start today for Avon Fall and Christmas business. Choice territories available NOW!  
SY 3-6044 or HI 6-5788  
B:8-29

## MISCELLANEOUS

## MISCELLANEOUS

38 E. MONTECITO AVE. SIERRA MADRE

### GRiffin LUMBER CO.

"ANTI-FLY CAMPAIGN" NOW IN EFFECT

EXPERT Re-screening of your old frames

SAVE 10% OFF REGULAR PRICE

Also new Screens & Screen Doors

## FOR SALE — MISCELLANEOUS

**2 FOR 1 SALE**  
Fresh stock daily of men's, women's, children's clothing and misc. Buy 1 item at reg. low price, 2nd item free. Good radios, TV, appliances, furn. at prices that will amaze you. Come in today and save \$\$\$.  
Open every night till 9  
VETERANS THRIFT STORE  
25 E. Colorado, Pasadena

**GRAND REOPENING**  
at the  
**BARGAIN COTTAGE**  
For Cystic Fibrosis  
Sept. 4 — 9:30-12:30  
81 1/2 W. Sierra Madre Blvd.

**CHEAP!** Refrigerator. 2 Chest of drawers. Odds & ends. EL 5-0978  
E:8-22-9-5

**FACTORY SECONDS**—Pickled melon rind, preserves, olives, Ward's Factory, 273 E. Highland. No deliveries. E4-6tr

## WANTED TO BUY

**SMALL 2-wheel bicycle** in good condition. EL 5-9732  
M:8-29

## DRESSMAKING

**EXPERT** in fittings and alterations. Also new garments made. EL 6-1874.

## SERVICE

**SIERRA MADRE TRANSFER** Local and long distance moving. EL 5-3374.

## FOR RENT

**EXTRA nice 1-Bdrm. furn.** apt. \$90. Adults only. EL 5-6641 or EL 5-9167  
D:8-29tf

**581 & 581 1/2 Alta Vista (Canyon).** 1 & 2 bedrooms. Partially furnished. \$60 and \$85 plus \$12 for utilities. EL 5-7196  
D:8-29

**1-BDRM. cottage, furn.** Newly painted. \$55 mo. water and gas paid. 476 Sturtevant Dr., Sierra Madre. Mgr. EL 5-8512  
D:8-15tf

**5-RM. duplex comfortably** furn. 1 or 2 school age children. Ref. 355-1787

## FOR RENT

## FOR RENT

## LET'S FACE IT!

Every builder today seems to design apt. houses like motels! 2-story barracks surrounding a noisy pool — real folks! Well, The Sierra Madre Townhouse was designed to offer discriminating people a quiet rental resident with dignity and privacy. Covered private patio, park-like grounds, rich nylon carpet, Thermador Gold Medallion kitchens. Fine structural sound proofing, rare quality in 1 and 2 B.R. units. From \$115 & \$135 mo. Come see this award-winning building at 170 E. Highland cor. Mt. Trail. (1 blk. E. and 1 blk. north from downtown Sierra Madre) or call SY 58-0-58 or EL 5-3678. (You'll be glad you did).

**1-BDRM. unfurn. duplex.** Patio, quiet. \$75. 136 W. Highland. EL 5-6388

**DELUXE unfurn. 2-bdrm.** All elec., air cond., drapes, cpts., \$130. "Laurel View" 80 E. Laurel. EL 5-8248 after 5 p.m.  
D:7-18tf

**REAL ESTATE FOR SALE**  
R-3 LOT 100x192. Room for 13 units. Close to town. \$29,500  
EL 6-1120

**SOLD 3 BIG, BIG BEDROOMS AT \$35,950 AND WE HAVE OTHER CLIENTS NEEDING HOMES IN THIS AREA. SO CALL JAY YEATS, EL 5-2765 IF YOU WANT TO SELL YOUR HOME.**

**VIEW!! Valley & Mountains** 3 Bedrooms & family room, large breakfast area in this complete built-in kitchen. New carpets to be installed. 1900 sq. ft. of tasteful luxury. Master bedroom, 19'x15', with dressing room & bath. On a street of custom homes near top of beautiful Santa Anita Dr. in Sierra Madre. Heated and filtered pool. Submit down. \$47,950

**WISTARIA APARTMENTS** 420 W. Sierra Madre Blvd. EL 5-8461 SY 6-2689

**YOUNG school teacher** desires companion to share 1-bdrm. apt. Prefer school teacher. EL 5-7037  
D:8-22tf

**\$85 — 1 B.R. unfurn. apt.** Private patio. WISTARIA APARTMENTS 420 W. Sierra Madre Blvd. EL 5-8461 SY 6-2689

**OFFICES OR SALES SPACE** Fully Air Conditioned Utilities paid — Janitor SIERRA MADRE'S NEWEST OFFICE BUILDING 49 S. Baldwin Inquire EL 5-3456

**\$110 — 2 B.R. — NO STAIRS** Unfurn. apt. Rugs, stove, refrig., pvt. patio. WISTARIA APARTMENTS 420 W. Sierra Madre Blvd. EL 5-8461 SY 6-2689

**NEW large 2-bdrm. apt.** \$115. Air cond., cpts., drapes, view. 58 E. Laurel 355-8847  
D:8-22-8-29

**SMALL 4-rm. furn. hillside** cottage set in acre and half of woods, quiet, secluded greenery. Reasonable to careful tenants. Ref. Prefer garden lovers. Avail. Sept. 1. 571 Sturtevant Dr. or call CL 6-7010.  
D:8-22-9-5

**FURN. or unfurn., like new,** \$75 or adults only. Lower apt. 138 W. Sierra Madre EL 5-6641 or EL 5-9167  
D:8-29-9-5

**LUXURIOUS LIVING BRAND NEW SYLVAN WEST APTS.** 1 & 2 BDRMS. 2 bdrm. apt. w/1 1/2 baths. Carpets & drapes. G.E. built-in kitchen; G.E. air conditioning, low voltage radiant heat, thermo controlled in each room. Heated pool w/patio area; carports plus parking. Teenagers welcome. Lease Starting at \$117.50. 1 block from bus and shopping.

**51 Esperanza** EL 5-2186 Mgr. Apt. M

**2-BDRM. cottage, furn.** Newly painted. \$55 mo. water and gas paid. 476 Sturtevant Dr., Sierra Madre. Mgr. EL 5-8512  
D:8-15tf

**1-BDRM. cottage, furn.** Newly painted. \$55 mo. water and gas paid. 476 Sturtevant Dr., Sierra Madre. Mgr. EL 5-8512  
D:8-15tf

**5-RM. duplex comfortably** furn. 1 or 2 school age children. Ref. 355-1787

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**1-BDRM. cottage furn.** Perfect for couple, \$75; water paid. Inq. mgr. No. 4, Sturtevant at Woodland. Sierra Madre or EL 5-8512  
D:8-1tf

**3-BDRM. & den, w/rec. & bar rm. dn. stairs.** 2600 sq. ft. floor space. Lge. swim pool. New birch kit. w/blt. in features, completely remodeled. 1 1/2 ba. \$34,900. SY 7-3835. C:8-29

**NEWER Cape Cod** 3 Br., 2 ba. fireplace in lg. living rm., hdwd. flrs. Center hall plan. Beautiful 15x20 Master BR., lots of closets. Walled & fenced yard. Room for pool. PHS. Wilson, St. Rita, LaSalle. MUST SELL!  
John Davis EL 5-9911  
Bob Jones SY 5-7513  
Realtor

**BUDGET BUY** Just listed this 10 year old 3 Bedroom Stucco home out in the County area. Double garage. 55x135 fenced lot. Only \$400 Down, \$66 Mo. ....\$11,750

**WANTED: YOUNG COUPLE** Low on cash, with strong backs and open minds, to transform this sturdy older 2 Bedroom and Den into a charming home. Deep tree-filled level lot in excellent Sierra Madre location. Out-of-town owner says "sell" and will consider all offers. ....\$14,950

**DAILY DIVIDENDS** You'll receive in comfort and pride while living in this custom-built 3 Bedroom and Den home in Hoover Estate Area. 15x21 formal Living Room, large natural wood kitchen w/built-ins and family size breakfast area. Fully tiled baths. Pegged floors. 2 Fireplaces. Carpets & drapes. PLUS near-new 15x30. Fiesta Pool. Owner will help finance ....\$37,500

**FLAMINGO PROPERTIES** Realtor — Multiple Listings  
EL 5-8045  
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11 W. Huntington Dr., Arcadia  
24-Hour Number — HI. 6-4605

**FLAMINGO** Just listed this 10 year old 3 Bedroom Stucco home out in the County area. Double garage. 55x135 fenced lot. Only \$400 Down, \$66 Mo. ....\$11,750

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**DAILY DIVIDENDS** You'll receive in comfort and pride while living in this custom-built 3 Bedroom and Den home in Hoover Estate Area. 15x21 formal Living Room, large natural wood kitchen w/built-ins and family size breakfast area. Fully tiled baths. Pegged floors. 2 Fireplaces. Carpets & drapes. PLUS near-new 15x30. Fiesta Pool. Owner will help finance ....\$37,500

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## FOR RENT

**FURN. or unfurn. deluxe** lower 1-bdrm. apt. Cpts., drapes, air cond., swimming pool. 493 W. Sierra Madre Blvd. Mgr. in rear. D:8-1tf

**BRAND NEW** Lge. 2-bdrm. apts., cpts., drapes, bit-in stove and oven. Close-in location. (Near S.M. & Lima). Children welcomed.  
\$115  
HI 6-8211 Eves. EL 5-4480  
D:8-15-22

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**\$19,500** Charming 2-bdrm. & den. Liv. rm. w/baywindow affording valley view. Nylon cpts. 2 frps. Close in.  
Call Marge Silveira EL 5-6517  
Ken Smith SY 2-0123

**Choice area, near Hale** school. Lovely 2 and den plus guest house and bath and gorgeous swim pool. All this for

**\$25,900**  
\$2,000 down  
Move in next week  
Yunck  
SY 58-0-58

**Choice area, near Hale** school. Lovely 2 and den plus guest house and bath and gorgeous swim pool. All this for

**\$25,900**  
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Yunck  
SY 58-0-58

## FOR RENT

**DELUXE APTS.**  
• 1-BDRM. • Air Cond.  
• Blt. ins • Patio  
• Drapes • Carpets  
Adults \$110.00 Mo.  
85 S. Lima  
EL 5-0057 or  
EL 5-6447

**DELUXE APTS.**  
• 1-BDRM. • Air Cond.  
• Blt. ins • Patio  
• Drapes • Carpets  
Adults \$110.00 Mo.  
85 S. Lima  
EL 5-0057 or  
EL 5-6447

## FOR SALE—REAL ESTATE

**BEAUTIFUL AND PEACEFUL** Secluded private canyon, trees, and hills, nearly 13 acres! Horse barn and corral, 2 houses, 2 major subdivisions close by. Asking \$45,000.

**COZY COTTAGE** Surprisingly spacious interior for a small cottage. fireplace, 2 bedrooms, new kitchen, new awning covered patio. Small valuable lot. Asking \$10,900. payments as low as \$63 a month! Lo down.

**HASTINGS 975 CYNTHIA** Come in and see the exquisite interior of this 3-bedroom, 2 bath plus large screened lanai, 37'x17' pool. Reduced for fast sale to \$25,900! Excellent financing.

**REAL DINING ROOM!** 3 spacious bedrooms, h/w floors, fireplace. Excellent location. Try some below \$19,750.

**\$215 MO. INCOME (Always rented)** 2-Unit plus guest apt. \$16,500 first T.D. payable \$110 mo. — 6%! \$20,900 full price. Drive by 169 Santa Anita Ct. (DO NOT disturb tenants).

**dorothy LALONE REALTY** EL 5-9929

**Choice area, near Hale** school. Lovely 2 and den plus guest house and bath and gorgeous swim pool. All this for

**\$25,900**  
\$2,000 down  
Move in next week  
Yunck  
SY 58-0-58

**Choice area, near Hale** school. Lovely 2 and den plus guest house and bath and gorgeous swim pool. All this for

**\$25,900**  
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Thursday, August 29, 1963 SIERRA MADRE NEWS—7

## FOR RENT

## FOR RENT

**Villa Royale**  
2-Bdrm., 2 ba. apts. 1200-1500 sq. ft. of quiet luxurious living. Exquisitely decorated. Carpets, drapes, all elec. blt. ins. Sound-proofed. Centrally air cond. & heated, pvt. landscaped patios.

165 E. Sierra Madre Blvd.  
EL 5-1060

165 E. Sierra Madre Blvd.  
EL 5-1060

## BUSINESS DIRECTORY

## APPLIANCES AND REPAIRS

**DUMAS and SON** Electrical Appliance Service Center  
All Types and Makes of Home Appliances Expertly Repaired. Radios, Auto Radios, Keys Locksmith  
12 N. Baldwin Ave.  
EL 5-1596

**MEYER TV** 4 W. Sierra Madre Blvd.  
EL 6-1136  
Radio & TV Repairs  
ANTENNAS INSTALLED

**RAMBEAU TV ANTENNA SERVICE** Servicing All Makes of TV's, RADIOS and ANTENNAS  
EL 5-1560

**ALTERATIONS HEMS** The Misses Dickinson 775 Idle Hour Lane  
ELgin 5-0562

**AUTO REPAIRS** NORM'S GARAGE MOTOR TUNE UP — BRAKE SERVICE  
Dependable Auto Repair Operated by Clarence N. Morrison 22 E. Montecito EL 5-1146  
Closed Saturdays

**COMMERCIAL RUBBISH WEEKLY OR DAILY RESIDENTIAL PICK-UP SPECIAL OR PART LOAD** Municipal Contractor City Refuse Service Co. 215 E. Huntington Dr. Arcadia HI 6-4691

**RUBBISH HAULING** EL 7-1940

**SEWING MACHINES** Sold Rented Repairs Repair All Makes Free Estimates Authorized Dealer for PFAFF — WHITE SEWING MACHINES Open Mon. and Fri. Eves. PASADENA SEWING MACHINE CO. 827 E. Colorado, Pasadena SY 3-6333

**REPAIRS ON SINGER, WHITE, NEW HOME and all other makes NEW & USED MACHINES** Authorized dealer for NECCHI-ELNA JONES SEW

# Labor Day FOOD Values!

PRICES EFFECTIVE  
WED. - THURS. - FRI. - SAT.  
AUGUST 28 - 29 - 30 - 31  
CLOSED LABOR DAY  
MONDAY, SEPT. 2

NABISCO SNACK THINS ASSORTED

**CRACKERS** 3 <sup>FOR</sup> \$1.00

Sunshine HI-HO

**CRACKERS** 10-OZ. PKG. 4 <sup>FOR</sup> \$1.00

Geisha -- Broken CLEANED

**SHRIMP** FLAT TIN 3 <sup>FOR</sup> \$1.00

Rose - Dale Cut

**GREEN BEANS** 6 <sup>FOR</sup> \$1.00

*Roberts Market*  
HOME OF THE GREEN FROG  
ON THE CORNER ON THE SQUARE  
SIERRA MADRE

*Libby's*  
**TOMATO JUICE**  
46-oz. can

4 <sup>FOR</sup> \$1.00

**YUBAN COFFEE**  
LB. CAN

67¢

2 lbs. \$1.33

**KINGSFORD BRIQUETS**

10 - lbs. . . . . 89¢

20 - lbs. . . . . \$1.49

Heinz Fresh  
**CUCUMBER PICKLES**  
15-oz. jar

19¢



*From Our Own Kitchen*  
ALL OUR COOKED FOODS ARE PREPARED  
DAILY UNDER THE SUPERVISION  
OF OUR FINE AND CAPABLE COOK  
BETTY HILL, AND HER ASSISTANTS  
*For Your Holiday Entertaining*

ROBERTS FRESH — HOME MADE

Potato Salad . . . . . 16-oz. CUP 49¢

Macaroni & Cheese . . . . . LB. 49¢

Kidney Bean Salad . . . . . 16-oz. CUP 49¢

Sour Cream Cole Slaw . . . . . 16-oz. CUP 39¢

Carrot & Raisin Salad . . . . . 16-oz. CUP 39¢

Pineapple & Cottage Cheese . . . . . 16-oz. CUP 43¢

Fruit Salad . . . . . 16-oz. CUP 49¢

Oven Baked Beans . . . . . 16-oz. CUP 39¢

Vegetable Salad . . . . . 16-oz. CUP 35¢

Italian Spaghetti . . . . . 16-oz. CUP 59¢

Macaroni Salad . . . . . 16-oz. CUP 45¢

Chili Con Carne . . . . . 16-oz. CUP 49¢

Stuffed Bell Peppers . . . . . 2 IN A TRAY 89¢

OSCAR MAYER

**ALL-MEAT WIENERS** 1-lb. pkg. 49¢

**Maxwell House INSTANT COFFEE**

6-oz. jar

89¢

**HAWAIIAN PUNCH**

46-oz. can

3 <sup>FOR</sup> \$1

**Miracle Whip SALAD DRESSING**

Qt. jar

49¢

**American Beauty SALAD MACARONI**

12-oz. Pkg.

2 <sup>FOR</sup> 35¢

**FROZEN FOOD**

MARY HOLMSTROM'S

Hand made  
**Cheese Pies**

4 1/2-oz. tin

39¢

Delicious!

MINUTE MAID

6-OZ. CAN

**Lemonade**

Pink or Regular

9 <sup>FOR</sup> 99¢

BIRDS EYE — 10-oz. Pkg.

**Cut Corn**

Peas & Carrots

Leaf or Chopped

Spinach

7 <sup>FOR</sup> \$1



"LARGE ENOUGH  
TO SERVE YOU  
SMALL ENOUGH  
TO KNOW YOU"

Morrell's Pride  
SLICED  
**BACON**

59¢ lb

Center-Cut  
**SWORDFISH**

79¢ lb

**PRE-TRIMMED MEATS**

CUSTOM CUTTING OUR SPECIALTY

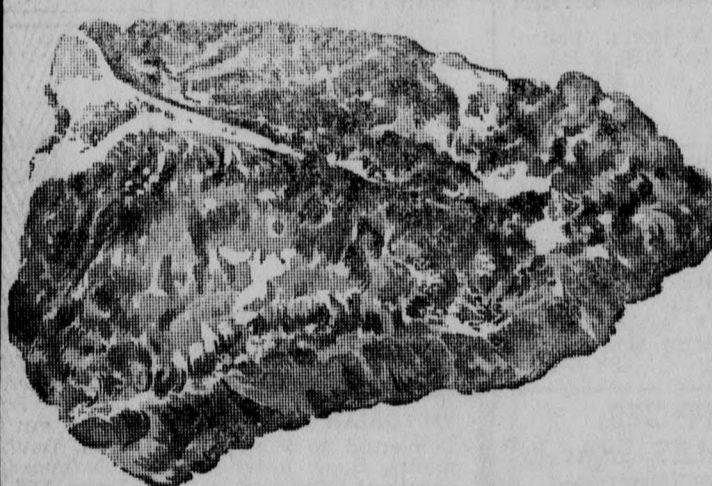
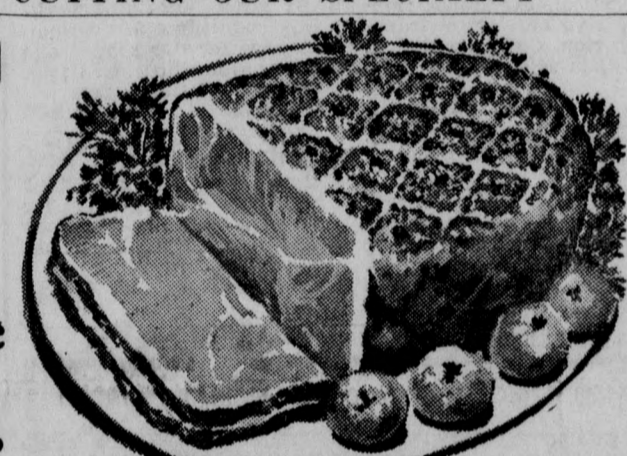
Fully Cooked

Boneless

BAR - M

HAMS

93¢ lb



U.S.D.A. Choice  
Aged

**T-BONE STEAK**  
\$1.25 lb

Kraft 18-OZ. JAR  
**BAREBCUE SAUCE** 39¢

U.S.D.A. CHOICE  
**PORTERHOUSE STEAK**

\$1.33 lb For Your BBQ

U.S.D.A. CHOICE — BONELESS  
**BEEF CLOD ROAST**

83¢ lb

FRESH  
**GROUND ROUND**

79¢ lb

ALASKA WAKEFIELD  
King

**CRAB MEAT**

\$1.89 lb



Sweet ripe Cranshaw  
**MELONS** whole or cut 10¢ lb

Ripe sweet Hawaiian  
**PINEAPPLES** whole or cut 15¢ lb

Fresh crisp  
**ROMAINE** 2 <sup>FOR</sup> 25¢

Sweet full o' juice **Valencia ORANGES** 8 lbs. \$1.00

## DON'T LET THE SMILE FOOL YOU!

...Charlie Eaton is cantankerous, stubborn and old-fashioned (about quality)

That smile may charm you... it does many. But underneath is a tyrant! He snoops constantly in a mad desire to improve the quality of food and service. He is an old-fashioned whip-cracker who keeps wanting to give people more for their money. The help is scared stiff. No wonder they only stay 18 to 25 years!



**EATON'S** hotel & restaurant

1150 COLORADO BOULEVARD • HI 5-2121 • MU 1-6033

## American Legion Auxiliary Have Special Guests

Miss Patricia Tackabury and her mother Mrs. George Tackabury of San Marino were special guests at the meeting of Unit No. 297 American Legion Auxiliary on Thursday night. The meeting was held at the home of Mrs. Clinton Symonds, 260 Ramona Ave., with Mrs. Anna Block as co-hostess.

Miss Tackabury of San Marino High School represented the unit at the Girls State Convention held recently at Davis University, where over 500 girls from various high schools throughout the State were sponsored by the American Legion Auxiliary. She gave an interesting report on her experiences there where the girls were made familiar with the three types of government: city, county and state.

Past president Rose Galkin who has just returned from touring Bermuda, gave a short resume of her wonderful trip.

The next meeting of the unit will be held on Thursday evening, Sept. 12 at the home of Mrs. Roy Pickett, 189 W. Highland Ave.

## L. A. County Fair Stable Area Opening Set For Sept. 1

Official opening of the Los Angeles County Fair's stable area to admit early arrivals has been set for Sept. 1, it was announced this week by Phil D. Shepherd, secretary-manager of the exposition. Pomona's 14-day racing season gets underway Sept. 13 and continues through Sept. 28.

While the greater part of the horses slated for action there during the fall season will not be on the grounds until the waning days of the current racing program at Dey Mar, some 200 horses are expected to form the vanguard of the more than 800 campaigners which will take dead aim on the \$472,300 in purses to be distributed during the meeting.

John Hartley, stepping into the role of racing secretary for the thoroughbreds on his own this season after substituting for the incapacitated Jack Glendower last fall, reports that the Pomona purse program has attracted the attention of several stables from out of state as well as the top horses at Del Mar. Applicants for stall space already have passed the 1200 mark, and it will be up to Hartley to sift through

these and okay those with the best credentials in order to keep the top horses.

In addition to the attractive overnight purses scheduled for the Pomona season, there will be eight stakes, involving \$90,000 in added money, topped by the Pomona Handicap at a mile and one furlong on closing day, Sept. 28. The Pomona carries a purse of \$20,000 in added money, richest disbursement offered at any Fair track in the United States.

### New Branch Office

now in excess of \$84,000,000. It is a member of the Federal Home Loan Bank System and Federal Savings and Loan Insurance Corporation. From the beginning, investors staked their future on the thriving Pasadena San Gabriel Valley area where its funds are invested primarily in first mortgages and where its officers are active in community and civic affairs.

The main offices are located at Green and Lake in Pasadena with another branch on Michigan Avenue in Glendora.

## Concert Under Stars Features Trumpet Soloist

"This week's "concert under the stars" in the city park at 8 p.m. Friday night, will feature trumpet soloist Larry Fletcher, first trumpet with the Riverside Symphony.

Mr. Fletcher was also solo cornetist with the all California Junior College Band 1962. He is currently a scholarship student at Pepperdine College. Last year Larry was selected to represent Pasadena College in a nation-wide tour and has been busy with numerous local appearances since that time.

His selections with the band will include: "Ode For Trumpet," "Have Horn Will Travel" and "Concerto For Trumpet and Band," by Harry James.

This will be the last full length band program on the summer schedule. On September 13 a variety show will be held as a summer finale.

Don't forget that talent night has been planned for the final summer concert, interested performers are welcome, and are asked to contact the Recreation Department before Monday, September 9.

## FLOURNOY REPORT

by Assemblyman  
Houston I. Flournoy  
49TH ASSEMBLY DISTRICT

By all odds the outstanding failure of the 1963 session of the legislature was adequate school finance. There was universal agreement that an unfavorable balance of support exists between the state and the local property taxpayer in meeting the rising costs of education.

Yet, with property taxes mounting to the breaking point in all too many school districts, the legislature failed miserably to resolve the dilemma. After several months of legislative sessions and ample testimony as to the need for substantial new school money and reform in its distribution, a skeleton bill was accepted to provide some \$25 million in additional support this year and next.

The final appropriation was below every recommendation which was made to the legislature. The Governor's original proposed program, which was termed inadequate at the time, would have called for an additional \$30 million plus the county-wide tax. This would have totaled about \$37.5 million in assistance. The Board of Education and the Superintendent of Public Instruction supported a measure to provide \$101 million plus the county-wide tax—totaling \$128.5 million. The bill which the Assembly first passed would have provided for a cumulative total of about \$100 million. Even the Conference Committee Report which died in the waning hours of the general session incorporated a total of \$40 million for '63-'64 and a total of \$87.5 million in '64-'65. Every bill considered by the special session allotted at least \$40 million for the current fiscal year. Yet the final compromise version provided only \$25 million.

How this result can be squared with the claims that education has first priority under our Constitution is a mystery. The Governor's requests for supplemental appropriations during the special session were hardly pared at all in their final approval. There was apparently no inclination to refuse salary increases and other items, except for the schools. The spectacular failure to provide adequate educational support was so obvious and alarming that even Superintendent Max Rafferty and Board of Education Chairman Thomas Braden collaborated in a joint statement of condemnation.

The real tragedy of the whole series of legislative developments is that the Conference Report submitted on June 21 was rejected. The essence of that proposal was \$40 million for the current year, with \$60 million plus the county-wide tax to provide a total of \$87.5 million in '64-'65. I am firmly convinced that this report would have been approved if the Governor had not set fit to scuttle all his revenue proposals after the failure of the bank and corporation tax.

I argued then, and it still appears sound, that the only way to be sure that education receives the support it deserves is to pass the education bill first, whether or not appropriations have been approved. Once this is done, the Constitution guarantees education has the

first call on the General Fund. If anybody gets short-changed, it won't be our school children.

As it is, the legislature has voted to spend money for just about everything else, and skimped in the one area most deserving: the education of our youth.

## St. Rita's Guild Plans Hoe-Down

Brown craft paper invitations, picturing a n. old fashioned type farmer, complete with overalls, straw hat, and a piece of straw in his mouth, have been received by members of St. Rita's parish, Sierra Madre, for the annual fall fundraising project of St. Rita's Guild—a Hoe-Down, on Saturday evening, September 28.

The event, to be held at the La Puente Handball Club, 15858 Amar Rd., City of Industry, will be a most informal affair calling for countrified costumes, or any informal wearing apparel, to insure a relaxed and thoroughly enjoyable evening.

Mrs. John Heck, general chairman, is being assisted by Mrs. John Robertson, who announce that the social hour, under the direction of Louis Venegoni, will start at 5:30 p.m. at the club. A barbecued steak dinner, with baked potato, salad and apple pie, will be served at 8 p.m. by a committee headed by Walter Fleming and James Clifford.

Other committees working with the above chairmen include tickets and reservations, Mrs. William Kurtz and Mrs. Fred Scott; bus transportation, Mrs. Richard Armstrong; food committee, Mrs. Charles Collins and Mrs. Edward Voelke, co-chairmen, with Mrs. Barney Huber, Mrs. John Grijalva, Mrs. James Tattersall, and Mrs. Victor Mickey; door prizes, Mrs. Paul Donovan; posters, Mrs. Thomas Concidine; clean-up, Mr. and Mrs. Donald Termath; raffle, Mrs. Charles E. Gibb; publicity, Mrs. John A. Moe.

The decorations committee chairman, Mrs. Stanley Yelich, whose helpers include Mrs. Frank DeNoto, Mrs. John Burke, Mrs. David Duran, Mrs. Fernando Telez, and Mrs. Al Winner, promise they will provide most appropriate atmosphere for the party.

Mrs. John Gendron, president, announces that friends may secure tickets from any member of the committee. Tickets are \$10 per couple. Mrs. Kurt is accepting reservations now at EL 5-7381.

## New Books At Public Library

Blatty, William. Peter, John Goldfarb Please Come home—light humor.

Cresy, John. The Scene of the Crime—a Roger West detective story.

Grass, Gunter. Cat and Mouse—a modern fantasy by the recently prominent postwar German novelist.

Mercer, Charles. Gift of Life—this modern novel concerns a fashionable New York woman who bravely accepts the burden of raising an illegitimate child.

Tompkins, Walker A. California's Wonderful Corner—true stories for children from the history of the Santa Barbara region.

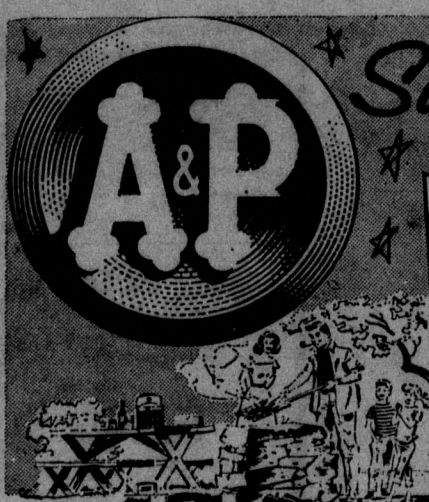
# DON'T MISS THE SALE OF THE YEAR



You're in the driver's seat—at the big Ford Sale-Of-The-Year. Red, white, or blue—Soft-Top or Hard-Top—you name it, it's waiting for you now! A Total Performance Ford at the year's lowest prices. Falcons, Fairlanes, Super-Torque Fords—proved for durability around the world. Get 'em while they're hot—at your neighborhood Ford dealer's

## OFFICIAL FORD CLEARANCE

Your  
Sierra  
Madre  
FORD  
Dealer is  
**CARL HANSEN**  
FORD  
120 West  
Sierra Madre  
Blvd.  
EL 5-2321



ALL A&P STORES  
CLOSED LABOR DAY  
MON., SEPT. 2nd

PRESTO  
**CHARCOAL**  
or **BRIQUETS\***  
20 -lb. Bag **99¢**

### USDA CHOICE BEEF ROASTS

7-Bone Roast .39¢  
O-Bone Roast .49¢  
Rump BONE-IN, ALSO BONELESS CHUCK 69¢  
Rib, Clod BONELESS RUMP 79¢  
Stewing Beef 69¢  
Cross Cut Ribs 49¢

Stock Up for the Big 3-Day Week-end Ahead!

## A&P's STEAK SALE!

CUT FROM U.S.D.A. "CHOICE" STEER BEEF

Char Steak... 98¢ lb.  
T-Bone Steak... 105¢ lb.  
Porterhouse... 109¢ lb.

TOP SIRLOIN BONE-LESS 139¢ lb.  
SPENCER STEAK JUICY TENDER 159¢ lb.  
N.Y. CUT STEAK TO BROIL 189¢ lb.

Chuck Steak... 39¢ lb.  
Round Steak... 69¢ lb.  
Rib Steak... 79¢ lb.

SWISS STEAK TASTY THRIFTY 69¢  
ROUND STEAK BONE-LESS 79¢  
SIRLOIN TIP ALSO ROAST 89¢

### A&P's Garden Fresh Fruits & Vegetables

Whole Red Ripe  
**WATER-MELONS** lb. **2 1/2¢**  
Seedless GRAPES RED ONIONS  
Sweet 2 lbs. 25¢ Mild 2 lbs. 15¢  
Juicy Tasty

### FRANKS

ALL-MEAT Super-Right or Morrell's Pride **43¢ lb.**  
A&P's CAP'N JOHN FROZEN  
**Eastern Seafood**  
WHITING 1 1/2-lb. Package 39¢  
COD FILLETS ... 45¢  
HADDOCK FILLETS 55¢

<b>ZEE PAPER NAPKINS*</b> Asstd. 80-Ct. Pkg. <b>10¢</b>	<b>KITCHEN FRESH POTATO CHIPS</b> 1-lb. Pkg. <b>39¢</b>	<b>TREESWEET FROZEN LEMONADE</b> 6-oz. Cans <b>3/29¢</b>	<b>EARLY CALIF. PITTED Large Ripe OLIVES</b> 7 1/2-oz. Jar <b>23¢</b>	<b>JOHNSTON FROZEN PIES</b> Except Blueberry, Cherry & Pecan 9-inch Size <b>49¢</b>
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CHED-O-BIT American or Pimento  
**Cheese Food** 2-lb. Pkg. **69¢**  
CANADA DRY Asstd.  
**Beverages** 12 12-oz. Cans **89¢**

TAVERN PALE 12 oz. Cans  
**Eastern Beer\*** 24-can Case **2 99¢**  
25-FT. ROLL  
**Reynolds Wrap\*** 31¢

MARVEL  
**Ice Cream** 1/2-gal. Ctn. **49¢**  
JANE PARKER  
**Cookies** ASSORTED SANDWICH 1 1/2-lb. Pkg. **39¢**

**WORTHMORE CANDIES**  
Cinnamon Balls 10-oz. 29¢  
Peppermint Kisses 10-oz. 29¢  
Asstd. Fruit Drops 10-oz. 29¢  
Asstd. Toffee 10-oz. 29¢  
**LANGENDORF Angel Food CAKE**  
12-oz. Size **53¢**  
25¢ OFF DEAL **VITALIS\***  
Reg. for 1.24

MADISO  
**Thins** All Varieties & Sizes **43¢**  
SULTANA  
**Olives** SMALL 10 1/2-oz. JAR **59¢**  
ANN PAGE HOT DOG 12-oz. Jar **25¢**  
Relish  
MAXWELL HOUSE **Coffee** 1-lb. Can **65¢** 2-lb. Can **1 29¢**

ANN PAGE  
**Mayonnaise** 1/2-gal. 99¢  
ANN PAGE BARBECUE 12-oz. 49¢  
Sauce 12-oz. 35¢  
GINO  
**Pizza** CHEESE 6-oz. Pkg. 29¢  
PILLSBURY REFRIGERATED **Cookies** Asstd. 49¢  
PEANUT AND OATMEAL 45¢

CANNY SCOTT SMALL BREAKFAST 10-oz. Pkg. 19¢  
**Prunes** 6-oz. Jar 12¢  
**Mustard** ANN PAGE GARDEN 10-oz. Jar 25¢  
**Relish** MAXWELL HOUSE 6-oz. Jar 10¢  
**Inst. Coffee**

**SHASTA LOW CAL ASSORTED Beverages**  
12 12-oz. Cans **79¢**

Prices Effective Thurs., Fri., Sat. & Sun. August 29, 30, 31 & Sept. 1st

**HASTINGS RANCH SHOPPING CENTER**  
3745 Foothill Pasadena

\*Excludes items subject to tax—Open Sunday

**AP Super Markets**  
AMERICA'S DEPENDABLE FOOD MERCHANT SINCE 1854

Blue Chip Stamp gives an all items except alcoholic beverages, tobacco products, fluid milk and cream.

when the time comes...

IN OUR BEAUTIFUL SURROUNDINGS YOU WILL FIND SERENITY

When the loss of a loved one occurs, the serenity and beauty of our chapel and grounds aid the bereaved in finding needed peace.

**Ripple MORTUARY**  
Sterling Ripple, Director  
Dignified Service  
Sympathetic Help  
Understanding in Time of Need  
Serving All Faiths

201 W. Sierra Madre Blvd. ELgin 5-3414

# CARROT TOP



to bring to you.

—CT—  
This sale will happen each month until the Christmas Season. . . it is a sale that has been planned by the merchants, so that you can get the very most out of your family budget, and not have to sacrifice quality.

—CT—  
We as readers and potential buyers are quick to realize that here in Sierra Madre, we are one great big "Shopping Center" . . . the only difference being that we are spread out over a little larger area.

—CT—  
One other great difference is . . . that the fellows in this "Sierra Madre Shopping Area" are fellows who are constantly working together to help you enjoy your living in this city. . . Sales created here create Sales Tax which go to reduce your property taxes, gasoline tax to help reduce your taxes for streets . . . their inventories help to provide the tax money for fire protection, schools and police protection . . . every dime possible should be spent in Sierra Madre with Sierra Madre Merchants, who always welcome you to their store, six days a week.

—CT—  
This week, fifty dollars in merchandise awards are going to be made, details within the pages of vivid color. Later, other valuable prizes are being planned, all with you in mind. Take advantage of the many savings during this sale.

—CT—  
Another word here about news . . . Sometimes important news items are left out of the paper, at the time of happening. . . Two very important reasons why this is done. . . Number one, it may be done by the request of those involved . . . or members of the family who do not want the information reported until complete.

—CT—  
The second reason is, of course, incomplete facts. . . The Sierra Madre News tries to the best of its ability to give you the "true picture" and many times we will hold up the "news item" a week to receive those facts. . . Do not blame us too harshly, we are only a weekly newspaper, and we try to please as many people as we can, without hurting others.

—CT—  
Labor Day is Monday . . . the last of the three-day vacations for this year will start this weekend. . . Please, oh please, be careful if you must venture out on the highways during this three-day period. . . Predictions are that 625 will lose their lives . . . let's not have this happen to a Sierra Madrean.

—CT—  
And with this thought, I will leave you for this week and hit the ground running. . . Drive Carefully . . . Sierra Madre Merchants need each and every one of you as their customers. . . See you around the streets this week, picking up the many, many bargains, I hope, I hope, I hope.

**Bruces . . .  
Glass  
Stain  
Remover**

Next time—relax  
at the  
**PLAZA SHOP**  
Dresses • Waglines  
Sportswear  
39 EAST MONTECITO  
"Ask Trudie" — EL 6-1495

Read the Classified  
They are Little  
Bargains with a  
Saving

**Perry's  
Stationery and Gift Shop**

**Special \$1.49**

**PAINTS • GIFTS • SPORTS •  
HARDWARE • HOUSEWARES**

297 W. Sierra  
Madre Blvd.

355-3365

S & H Green  
Stamps  
Open Friday  
Evenings Till 9 P.M.

## A PLACE TO START

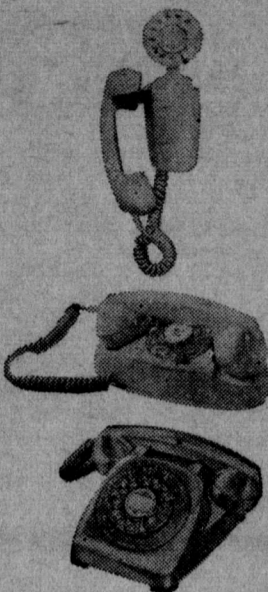
Win A  
Merchandise  
Prize In  
The Flame

SIERRA MADRE  
MERCHANTS  
ON THE RAMPAGE  
WITH THESE  
BARGAIN BONANZAS

## A PLACE TO START

5 Pages of  
Red Hot  
Bargains  
Follow

YOUR BEST BARGAIN IS YOUR TELEPHONE . . .



### WHAT IS A HOME WITHOUT A PHONE?

Handy phones make happier homes. Modern telephone conveniences are yours for the asking — wall phones, small phones, colored phones — just call our local business office.

**California**  
Water & Telephone Company  
Serving the expanding Southland with essential services

**A Haircut  
At Fox  
And Then . . .  
Back-To-School**



We specialize in quick, "painless" haircuts that youngsters enjoy and mothers are delighted with. And our prices are always reasonable.

3-Expert  
Barbers to  
Serve You

**Fox  
Barber  
Shop**

52 W. Sierra  
Madre Blvd.  
EL 5-0833

**BILLIARDS PARLOR**  
WHERE FUN SCORES HIGH

CAN NOW BE YOURS  
IN YOUR OWN HOME  
**JUST ARRIVED**  
The Finest in Pool Tables  
**FREDERICK — WILLYS**  
Leading Manufacturers of  
Pocket Billiard Tables  
Fully Equipped

Small Tables  
44"x23 1/2"  
Reg. Value  
\$30.00

**Flame Special  
\$24.88**

Large Tables  
48"x96"  
Reg. Value  
\$125.00

**Flame Special  
\$99.60**

**TOY & PATIO VILLAGE**  
140 W. Sierra Madre Blvd.  
EL 5-6641

Closed Sunday

Use Your BankAmericard  
Open Friday Night Till 9 P.M.

FOR BACK-TO-SCHOOL —



Smart,  
Young  
**HAIRSTYLES**  
You can be more  
**BEAUTIFUL**

**Fashionette**

For Appointment —

48 W. Sierra Madre Blvd. EL 6-1306

Confucius says . . .  
He who waits in barber  
shop most generally gets  
haircut

Long or Short  
**HAIRCUT  
\$2.00**

Children \$1.75  
(Except on Saturday or  
day before holiday  
\$2.00)

Mike says —  
Why wait CALL for an ap-  
pointment.  
Try our new service to-  
day. Patience is a virtue,  
but you don't need it.  
(Just money) — at —

**Mikes  
Barber  
Shop**

EL 5-9576

HELP US  
CELEBRATE OUR  
6th . . . .  
in  
SIERRA MADRE  
FISH SPECIALISTS SERVING THE LOS ANGELES AREA 43 YEARS



**LARGE SHRIMP**  
Cooked Fresh  
Daily **\$2.25<sup>lb</sup>**

**SALAD SHRIMP**  
Cooked  
1/2 lb. . . . **75¢**

**PACKARD'S**  
Closed Sundays and Mondays  
"If It's Fresher Than Ours It Hasn't Been Caught Yet!"

**ABALONE \$1.35<sup>lb</sup>**  
**STEAKS . . .**

Pan Ready  
**SAND DABS. 49¢**

Day Fresh  
**EGGS**  
Grade AA  
Large **2 doz. 79¢**

We Stock Turtlemeat, Lute Fish,  
Soft Shell Crabs, Frog Legs,  
Fresh Trout and Squid

**QUALITY FISH**  
14 W. Sierra Madre Blvd.  
EL 5-6240

**BACK to SCHOOL**  
Typewriters

We have many  
Good Used  
Typewriters — All  
Reconditioned &  
Ready For School

Complete Line  
of  
Office Machines

**WILLINGHAM  
OFFICE MACHINE SERVICE**  
16 W. Sierra Madre Blvd. 356-1537

Is Your  
Fire Insurance  
PAID UP?

Sierra Madre Merchants  
Have Such Hot Bargains  
In This Flame Sheet We  
Expect FIRE!

**HARRY A. LANGE**  
Real Estate & Insurance — Multiple Listings  
81 W. Sierra Madre Blvd.  
EL 5-7196  
Open Saturdays and Sundays

**A PLACE TO START**  
More  
**Hot Bargains**  
ON THE  
FOLLOWING PAGES  
OF THE FLAME

## TREASURE CHEST OF NUMBERS

If your paper has one of the following numbers in the Box on Pages 12 and 13 you are a lucky person. Take your paper to any Merchant on these three pages and receive . . . . .

No. 333 — 5556 —  
6749 2277 — 8279 **\$10.00** in Merchandise  
of your  
choice



**A PLACE TO START**  
The Monthly  
**Flame**  
A Publication of the  
Merchants of  
Sierra Madre

### OUR PRICES ARE LOWER!

**ALL TOILET SEATS  
ALL GARBAGE DISPOSALS . . . .**

**10%**

4-DAY — AUG. 28 - 29 - 30 - 31

— CHECK WITH US —  
Before You Buy — You Will Find We Are  
Considerably Lower On Appliances  
and Plumbing Needs

Call us for quick service **EL 5-7272**

**SIERRA MADRE PLUMBING CO.**  
15 KERSTING CT. — SIERRA MADRE  
EMILE E. SMITH, Owner

WHY SHOP OR  
BUY OUT OF TOWN?

DISCOUNT OFF  
OUR ALREADY LOW  
PRICES

### WHILE THEY LAST...COLORT.V. SALE!

**1963 & 1964 Models . . . Close Out Specials!**

AT BELOW COST PRICES WITH A 6 MONTHS SERVICE  
POLICY AT ABSOLUTELY NO ADDITIONAL COST

**RAMBEAU  
TV & ANTENNA SERVICE**  
17 W. SIERRA MADRE BLVD.  
SIERRA MADRE **EL 5-1560**

These are new sets, with new  
set factory parts guarantees  
and warranty

Due to the low, low prices,  
we cannot consider  
trade-ins.

### JUST ARRIVED --

**1963**

**Christmas Card Albums**

**20% Discount**

on orders placed in September

Headquarters for

**CHRISTMAS LETTERS**

with or without photographs

Offset Printing • Mailing Services

**Sierra Printing & Mailing**  
71 N. BALDWIN **355-6226**

### FLOOR - SAMPLE SALE

	Reg.	SALE
8 Ft. Wing Sofa	\$250.00	\$195.00
7 Ft. Wing Sofa	250.00	195.00
7 Ft. Lawson Sofa	240.00	185.00
8 Ft. Modern Sofa	285.00	225.00
8 Ft. Modern Sofa	250.00	185.00

**McKIBBEN FURNITURE**  
47 W. Sierra Madre Blvd.  
Sierra Madre  
Phone **EL 5-0463**



### The Sierra Madre Coffee Shop

LOCATED AT 44 NO. BALDWIN

**SAYS THANK YOU  
ON THEIR 1st ANNIVERSARY**

We are presenting a new menu.  
May we suggest that you check for  
new items and order combinations.

From the entire staff, we wish to take  
this opportunity to thank you for letting  
us serve you, and may we assure you,  
our fullest efforts in the future to pro-  
vide the finest in food and service.

Thank you,  
Diane and Mike

**LAST  
CHANCE  
TO  
SECURE  
1963  
Christmas  
Cards**

WITH NAME  
IMPRINTED  
at

**20%**  
DISCOUNT

10  
Books of  
Selection

See or Call

Mary Olson  
Printing House  
EL 5-3324  
9 KERSTING COURT

*Wessels*  
suburbia

. . . fine  
women's  
apparel . . .

**EL 5-9219**

154 W. Sierra Madre Blvd.

### SPECIAL! ANCIENT AGE

**1/2 Gal. Case Price**

Regular Bottle Price . . . . **\$12.45**  
Case Price . . . . . **\$74.70**

YOUR **\$58.05**  
CASE PRICE . . . . . plus tax

**YOU SAVE \$16.65**

Place Your Order Now . . .  
Treasure Chest Number NOT Valid  
At This Store

**HAPPY'S** **EL 5-9444**  
12 W. Sierra Madre Blvd.

### KING JEWELERS

24 W. SIERRA MADRE BLVD.

**Is NOT Having A  
Sale This Week**

BUT Watch For Our

**"How Come Sale"**

What's a "How Come Sale"

(My wife keeps asking, "How come you  
bought these? How come you have so  
many of those? — Besides we need room  
for our fall and Christmas merchandise)

### Meyer Television

4 W. SIERRA MADRE BLVD.  
**EL 6-1136**

**We Have Gone  
Fishing!**

We Will Be Back In  
Full Force

**SEPTEMBER 9th**

**See Us For Good  
Used TV Sets**

### CUNNINGHAM STATIONERS

Complete Stock of

**All Back-To-School  
Supplies 20% Discount**

OFFICE SUPPLIES . . .  
. . . RUBBER STAMPS

1963  
IMPRINTED CHRISTMAS CARDS

156 W. SIERRA MADRE BLVD.  
Sierra Madre **355-7297**

### END OF MONTH SPECIALS

WOOL SKIRT LENGTHS

PLAIDS **\$2.98** PLAIDS

Beautiful Fabrics

**1 Skirt Zipper FREE**

With Each Length

**Printed Outing Flannel**

Good Selection of  
Patterns and Colors  
THIS WEEK END

**44¢ yd.**

**45 Inch Gingham Checks**

1/8" to 1" Checks

Reg. 79c - 89c yd.

**Special 63¢ yd.**

*Garland's*

Better Fabrics

7 KERSTING COURT  
**EL 5-0736**

### Summer Sale

**Dorothy Gray  
Summer Cologne**

June Bouquet — Floral Fantasy  
White Lilac  
Summer Song

**\$1.00**

INTRODUCTORY SALE

**Lactopine**

**Bubble Foam Bath**

Apple Blossom  
Mimosa — Vervena  
Pine

**\$2.50**

**Cocktail  
Candles**

**\$1.00**

**Rexall Tissues**

400's  
Size

**3 boxes 69¢**

*Hartman*

Pharmacy

RELIABLE PROFESSIONAL PHARMACISTS

29 N. BALDWIN

**ELgin 5-3311**

FRANK GREEN'S



50 W. Sierra Madre Blvd.  
Sierra Madre, California

PRIVATE HOME INSTRUCTION OR  
GROUP LESSON PROGRAM

**Ask For A FREE Trial Lesson**

17 Instructors To Serve You — — —!  
(most all popular instruments)

SALES - RENTALS - REPAIRS - LESSONS

### School - Band Special

Rent Your Band Instrument from  
Us and Receive FREE Group  
Lessons With Your Rental. Reserve  
In Advance To Assure Availability

Adults and teenagers! Join the Musical  
Comedy Workshop for the fall  
production of — — —

"The Number One Girl In Town!"

50 W. SIERRA MADRE BLVD.

Sierra Madre

**EL 5-1143**

### Coupon Special!

**Back-To-School Special**  
**PLAIN SKIRTS or  
SWEATERS Cleaned**

With This Coupon

**2 for \$1.00**

Mix 'em or two of a kind

4 Days Only — Aug. 28 - 29 - 30 - 31

**Extra Bonus  
Special**

**WHITE SHIRTS**

COMPLETELY FINISHED  
FOLDED OR ON HANGERS

**4 Shirts \$1.00**

*The Pantorium*

DRIVE-IN  
CLEANERS

**EL 5-6474**

Corner Lima & Sierra Madre Blvd.

**4  
DAY  
SPECIAL**

Aug. 28-29-30-31

FULL

**Carnation  
Corsage**

Any Color

Reg. \$2.50 Value

**\$1.25**

*Wistaria*

FLOWER SHOP

74 W. Sierra Madre

**EL 5-0113**

# SIERRA MADRE'S Bargain

## 4 DAY 1/2 PRICE SALE

	Reg.	SPECIAL		Reg.	SPECIAL
Colonial Dames Fluid Formula	\$7.75	\$3.25	Tussy's Beauty Plus Hormone Cream	\$5.00	\$2.50
Revlon's Eterna 27	\$22.00	\$13.50	Hormone Lotion	3.50	1.75
	13.25	8.50	Moisture Cream	5.00	2.50
Du Barry's Creme Paradox	\$ 2.50	\$1.25	Moisture Lotion	5.00	2.50
	4.50	2.25			
	12.50	6.25			

**ROYAL DRUGS**

82 W. Sierra Madre Blvd.  
EL 5-3456

## BARGAINS GALORE DURING OUR End-Of-Month SALE

Wed. - Thurs. - Fri. - Sat., Aug. 28 - 31

U.S.D.A. Choice **\$1.35**  
T-BONE STEAK...  
Aged For Tenderness

YUBAN COFFEE **67¢**  
lb. can  
2 lbs. — \$1.33

Libby's TOMATO JUICE... **4 FOR \$1.00**  
46-oz. can

See Our Advertisement Page 8

**Roberts Market**

EL 5-3344

On the Corner  
On the Square

**EXTRA WEEKEND SPECIAL**  
**PIZZA** ONE LARGE **\$1.25**

Get a Small Cheese Pizza FREE

FRESH **BAR-B-Q CHICKENS**  
Ready-to-Go or Eat 'Em Here **\$1.19**  
Clardon Delicatessen  
31 NO. BALDWIN  
EL 5-1534

**EOM**  
BARGAIN BONANZAS

Danish Styled Bar Stool  
• Swivel Seat  
• Brass Foot Rail  
• Padded Seat and Back  
Reg. \$29.95  
SPECIAL **\$18.88**

**Poker Table**

- Seats Eight
- Molded Chip Holder
- Felt Center
- Folding Legs

Reg. \$44.95

Now **\$29.88**

**Sewing Cabinet**

- MAPLE FINISH
- Solid Birch
- Fold Out Trays
- Hand Made

Reg. \$49.95

Now **\$34.50**

**Brown's Furniture**  
EL 6-1371  
303 W. SIERRA MADRE BLVD.

## DOUBLE BLUE CHIP STAMPS

AUGUST 28  
AUGUST 29  
AUGUST 30  
AUGUST 31

(If you clip and bring in this Adv.)

12-VOLT  
2-yr.  
Guarantee  
BATTERY  
Special  
\$12.95 Ex.

JIMED  
Richfield  
Service  
50 SO. BALDWIN  
356-1607

WILSON PRECISION TAILORED UNDERWEAR  
COMBED COTTON

### Boy's Briefs

Sizes 6 to 12  
REGULAR PRICE 65¢

E.O.M. SPECIAL **2 for 98¢**

LARGE SIZE  
CHUX DISPOSABLE

### Diapers

REGULAR PRICE \$1.98 Doz.

E.O.M. SPECIAL **\$1.29 Doz.**

Quantities Limited Per Customer

COSCO

### Folding Hi-Chair

(Converts to Youth Chair)  
STAINLESS STEEL TRAY  
TOP QUALITY UPHOLSTERING  
REGULAR PRICE \$18.98

E.O.M. SPECIAL **\$14.88**

CHILD PROOF  
5 FT. ADJUSTABLE

### Safety Gates

REGULAR PRICE \$3.50

E.O.M. SPECIAL **\$2.29**



31 W. Sierra Madre Blvd.

Sierra Madre California

San Gabriel Valley's  
Finest Department  
Store for Children  
EL 5-1762

## Byron Hopper

... 25th year  
serving  
Sierra Madre

For Boys...

MASSIVE  
HEAVY  
STERLING  
SILVER  
RINGS

Reg. \$5.14  
4-Day Special **\$2.99**

For Girls...

EXTRA  
WIDE  
CHAINS  
IN ALL  
LENGTHS

Reg. \$1.25  
4-Day Special **79¢**

90 W. SIERRA MADRE

**THE FLAME SHEET**  
With The  
Hottest  
Bargains In  
Southern  
California

No. 5506

Your Treasure  
Chest Number Is  
Shown At The  
Right. You Could Be  
A Winner

12-SIERRA MADRE NEWS  
Thursday, August 29, 1963  
SIERRA MADRE NEWS-13

PAINTS • GIFTS • SPORTS •  
HARDWARE • HOUSEWARES •  
S & H GREEN STAMPS

OPEN 9:00 P.M.  
FRIDAY EVENINGS

297 W. Sierra Madre Blvd. EL 5-3365

BUY NOW AND SAVE  
**Fall Paint Sale**

**PITTSBURGH Sun-Proof**  
America's Finest OIL-BASE HOUSE PAINT  
for limited time only



PAPER DROP CLOTHS  
Heavy Duty Waxed  
SPECIAL **59¢**

2x4 Sheets  
**Peg Boards**  
**49¢** SHEET

School Lunch Kits  
Reg. \$2.98 Value  
SPECIAL **\$2.49**

WILSONS  
**Tennis Rackets**  
Tony Trabert Autographed  
Regular \$24.00 Value  
**\$13.88**

Good  
**Tennis Balls**  
Reg. 3 for \$1.98  
SPECIAL **50¢ each**

3-LB. DACRON — 36"x80"  
**SLEEPING BAGS**  
Regular \$26.80 List  
SEASON CLOSE-OUT **\$14.95**

MAGNETIC FLASH LIGHTS  
Complete with Batteries **\$1.50** SPECIAL

Official Little League  
**Baseballs**  
Regular \$2.40 Value  
SPECIAL **\$1.49** EACH

Wilson K-28  
**Golf Balls**  
Reg. \$1.25  
**88¢**

CLIFF CHAR  
**Briquets**  
Reg. \$1.98  
20-lb. bag **\$1.58**

**Ponchos**  
Regular \$3.95 Value  
SPECIAL **\$3.49**

SPECIALS... 4 DAYS ONLY  
AUGUST 28 - 29 - 30 - 31



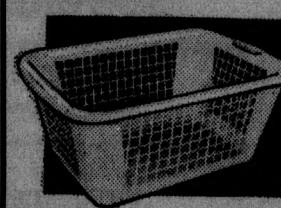
GE  
Steam and Dry  
**IRON**

Regular \$17.95 Value  
SPECIAL **\$12.95**

PROCTOR  
**IRON BOARD**

Regular \$12.95 Value  
SPECIAL FLAME PRICE **\$10.95**

BOTH  
**Iron & Board**  
EXTRA SPECIAL **\$19.99**



**PLASTIC WARE**

Tubs, Laundry Baskets,  
Waste Baskets, Pails, Divided  
or Full Dish Pans  
and Mixing Bowls

**\$1.19**

WHILE THEY LAST



**Whisk BROOMS**

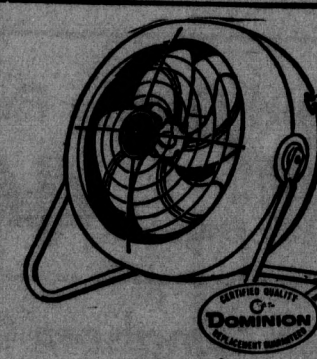
SPECIAL

**49¢**

**Thermos Bottles**



1-Qt.  
By Thermos  
Reg. \$2.39  
SPECIAL **\$1.88**



DOMINION  
**Fans**  
10 INCH  
OSCILLATING

Regular \$15.95  
SPECIAL **\$13.88**

ALL-PURPOSE  
**Fan**

Regular \$19.95 Value  
**\$17.88**

## GIANT HOOVER

We will allow you \$10.00 down for a Cleaner on a new Hoover DIAL-A-DOZ and with all Deluxe features.



EL 5-2331

1. 30% more power
2. 25% more motor
3. Gets under furniture

## EXTRA SPECIAL

WOMEN'S  
**Enna-Jettick**

In white — Black nylon  
Bone — Otter — White  
Black — Red — Dark Blue

WHILE THEY LAST

Values to **\$6.99**

Save Up To \$6.00

## RALPH'S SHOE

S&H Green Stamps  
41 NO. BALDWIN  
EL 5-0479

**Perry's**

Stationery and G

BOXED

CHRISTMAS C

1/2 MARK

2. PRICE

56 W. Sierra Madre Blvd.

# Bonanza August 28 29 30 31

## Blanchard's WASH - RITE

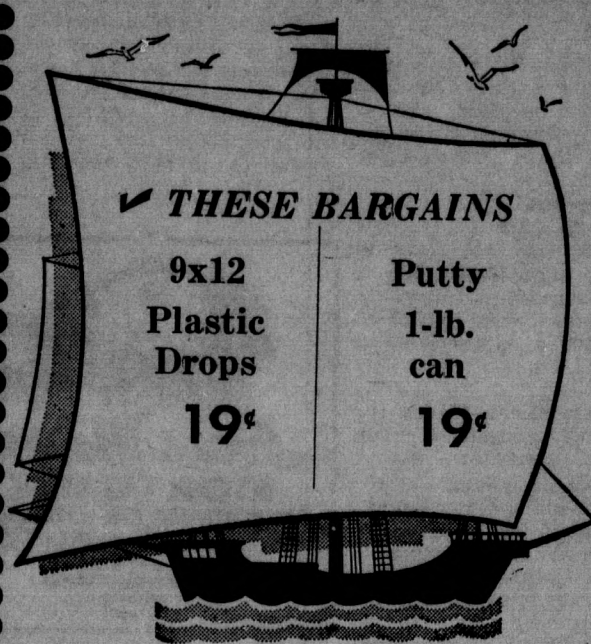
Relieves The Family Problem of Washing  
YOU LEAVE IT... WE DO IT

SHAG RUGS  
9x12  
(Up to 20 lb.)

**\$3.95**

## Blanchard's WASH - RITE

158 W. SIERRA MADRE BLVD.  
EL 5-8431



## UNIVERSAL PAINT REMOVER!

REG. PRICE	SIZE	SALE PRICE
\$5.95	Gal.	\$3.89
1.98	Qt.	1.19
1.25	Pt.	.79
.85	1/2 Pt.	.59

**Kem-Tone**  
(Discontinued)

Gal. . . \$4.30  
Qt. . . . 1.40

**Kem-Glo**  
COLORS

Gal. . . \$6.20  
Qt. . . . 1.90

While It Lasts!

## Sierra Madre Paint & Wallpaper

35 NO. BALDWIN AVE.  
EL 5-3378

## ENGLISH & ITALIAN MOHAIRS

**\$125. and \$135.**

Fine Custom Tailoring Since 1947



EL 5-1236  
18 W. SIERRA MADRE BLVD.

## EOM Clearout

### Discontinued Sweaters

WOOLS — ORLONS — BLENDS

Broken Sizes — Some one of a kind

Reduced  $\frac{1}{3}$  to  $\frac{1}{2}$

Sorry: All Sales Final

one kersting court  
in sierra madre

355-1017

AUGUST 28 - 29 - 30 - 31

## Drastic Reductions ON NYLON SLEEPWEAR

Just Beautiful  
WALTZ and SHIFT LENGTH GOWNS  
and PEIGNOR SETS

Broken Sizes — Some one of a style

Reduced  $\frac{1}{3}$  to  $\frac{1}{2}$

it pays to keep

Gullett & Harris

in mind

Treasure Number Is At The You Could Be Winner

## HOVER TRADE SALE

allow you \$10.00 down for any old Hoover on a new Hoover DIAL-A-MATIC with tool all Deluxe features.

1. 30% more suction on the tool.
2. 25% more suction on rugs and floor.
3. Gets under that low furniture

See the new 5460 SHAMPOO - POLISHER

Don's Sierra Madre Hardware

5-2331 25 Sierra Madre Blvd.

## EXTRA SPECIAL!

## WOMEN'S a-Jettick Pumps

ite — Black nylon mesh, also  
— Otter — White Calf — and  
k — Red — Dark Brown Kid

WHILE THEY LAST!

to **\$6.99 & \$7.99**

Save Up To \$6.00 A Pair

## PH'S SHOE STORE

1 NO. BALDWIN Use Your BankAmericard  
EL 5-0479

## rrys'

## inery and Gift Shop BOXED CHRISTMAS CARDS

\*MARKED PRICE

Sierra Madre Blvd. EL 5-3385

## BIG CLEAN-UP SALE

ON ALL NEW  
FALCONS — THUNDERBIRDS  
GALAXIES — FAIRLANES

## TERRIFIC BUYS ON USED CARS

1956 Buick Special 4-Dr.  
H.T., Auto. Trans., Pwr. Str.,  
Pwr., Brakes **\$395**

1956 Ford Ranch Wagon  
V-8 Engine, Stick Shift,  
... SPECIAL **\$345**

1958 Ford, Victoria, 2-Dr.  
Less than 12,000 miles  
... SPECIAL **\$945**

We are disposing of our 1963 models at a tremendous savings. See ...

## CARL HANSEN FORD

120 W. Sierra Madre Blvd.  
Sierra Madre EL 5-2321



## Flame Special SCHOOL LUNCH BOX With Thermos

REG. \$3.00 VALUE 4 DAYS ONLY Special **\$1.87**



## Converse High Top Tennis & Basketball SHOES

Reg. \$9.95 Value SPECIAL While they last **\$5.88**

## All-Star Converse OXFORDS

Regular \$9.95 Value **\$7.99**



## The Hottest Specials in Town

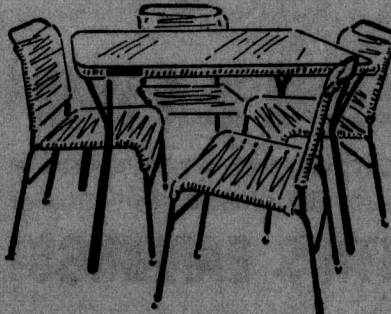
Never Before Has This Been Done

## By Permission Ames Aire

### SELECTION OF BEAUTIFUL PATIO FURNITURE

1963 & 1963 Floor

Samples To **32% Discount**



## Tempered Glass Top Dining Table and 6-Dining Chairs

Table 32"x50" with choice of colors — 7-piece setting.  
Regular Value \$208.00  
While They Last **\$149.50**

## Tempered Glass Top Dining Table and 2-Dining Chairs

Table 30"x30" with choice of colors — 3 piece setting.  
Regular Value \$96.00  
While They Last **\$69.95**

## Tempered Glass Top Dining Table and 4-Dining Chairs

Table 30"x42" with choice of colors — 5-piece setting  
Regular Value \$147.00  
While They Last **\$99.50**

## Individual Dining Chairs To Each Set

(Regular Price \$23.00)  
**\$17.25 each**  
See Our List of Floor Samples As Tagged

## TAMIAMI . . . by Brown and Jordan

- With the "new look" of diagonal facing!
- Plus two dramatic lacing colors . . . sage and honey; Also honey and white!
- Plus extra sturdy double legs, closely lattice facing.

5-pc. setting REG. PRICE \$220 Special **\$169.00**

## TOY AND PATIO VILLAGE

140 WEST SIERRA MADRE BLVD.

Closed Sunday  
EL 5-6641

Open Friday Night Till 9 P.M.  
Use Your BankAmericard

## Christmas Toys Are Here . . . .

Lay Away Now With Small Down And Small Payments

Redeemable In Merchandise Only

## VALUABLE COUPON

On Your First Christmas Lay Away Order of Toys Games or Dolls August 28 - 29 - 30 - 31

This Coupon Worth — **\$1.00**

On any Order of \$5.00 or More Layaway

— OR — This Coupon Worth — **\$2.00**

On Any Order of \$10.00 or More Layaway

Redeemable In Merchandise Only

## VALUABLE COUPON

### Used Bicycle Coupon

This Coupon Good for —

**\$2.00**

On any Used Bicycle in our stock

In Addition To Our Already CUT Prices

Redeemable In Merchandise Only

## VALUABLE COUPON

### Child's Nursery Lamp Coupon

This Coupon Good for — Any Child's Barbara Blanke Nursery Lamp priced from \$6 up — OR —

This Coupon Good for — Any Child's Barbara Blanke Nursery Lamp priced under \$5 **\$2.00** **\$1.50**

Close Outs AT COST on Aluminum Furniture



**FREE!** 42" \$24.95 VALUE

## Umbrella Table

with purchase of 4 Ames Aire

DINETTE CHAIRS AT REGULAR PRICES!

For Limited Time Only

## FREE

4 Days Only Beautiful Center Floral Piece

Values to \$10.00 WITH THE PURCHASE OF ANY GLASS TOP TABLE AND CHAIR SETTING

## NEW!

EASY TO SHOP

## ART SUPPLY CENTER



VISIT OUR NEW SELF-SERVICE ART SUPPLY CENTER. SELECT BRUSHES, PAINTS, PADS AND OTHER ART MATERIALS.



Whee! DAD BOUGHT ME A NEW 1963



SPORTS BIKES!

## Schwinn

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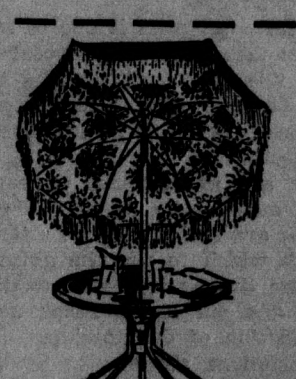
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# Editorially Speaking....

## School Days

Once again school is in the offing. Most youngsters going for the first time will find the experience enjoyable; others will be resistant and unhappy because of some handicap that places them at a disadvantage in school activities. While it is true that school and health authorities work hard to maintain and improve the health of the school child, it is a parental responsibility to see that the child is in every way prepared for the greatly expanded and challenging world that is encountered when school days start.

The importance of a complete examination of the child prior to enrollment in school cannot be over-emphasized. Such an examination should include vision and hearing testing, a dental check-up, and an assay of the child's emotional attitudes. Lack of attention, unsatisfactory academic progress, and even disciplinary problems may be due to some easily correctable defect or maladjustment that goes unnoticed until the child's attitude towards school hardens into dislike, thus laying the groundwork for future difficulties.

The physician's advice may involve the correction of some physical defect, or include recommendations for better health habits such as more sleep or improvement in diet. Or, in special health problems, he may wish to communicate with school health officials so that the child may be more closely supervised or needed remedial work undertaken.

Since the broadening of contact with other children means the greater possibility to exposure of childhood's common contagious diseases, additional protection against them should be given. Booster shots against diphtheria and tetanus are usually recommended as well as revaccination against smallpox. Booster stimulation for whooping cough may or may not be given as this disease is usually serious only in the younger preschool child.

Vaccination against polio, utilizing either the Salk type vaccine or the Sabin oral vaccin, is once again required by State law for school admission. The law applies to any pupil who has not already been immunized against the disease and who is unconditionally admitted to any public or private school. In other words, it is required for all students ranging in age from kindergarten through junior college who are not exempt from the ruling. In those cases where parents are unable to take their children to a private physician for the polio vaccine, this health service may be obtained at local health centers for a small charge.

Exemption from this ruling may be obtained if immunization is contrary to the beliefs of the parent or guardian. This exemption is granted only if the adult responsible for the care and custody of the child signs a letter or affidavit to this effect.

Furthermore, when medical circumstances indicate that exemption for the child by writing a letter to the proper immunization is unsafe, a licensed physician may obtain authorities stating the nature of the adverse physical condition and its probable duration.

The law does not apply to those students who wish to enroll in a secondary school for courses consisting of less than 10 class hours of instruction per week, or who reach the age of 21 before the first day of school.

If proof of one immunizing dose of polio vaccine is submitted, admission will be granted on condition that within a certain designated period evidence is produced that the immunization has been completed.

The intent of the law, it should be noted, is to assure the eventual achievement of total immunization against polio and so protect all children against the disease.

When parents prepare the child for school as well as they can, there is usually very little to worry about. A healthy child who is mentally alert and emotionally secure is generally receptive to new experiences and is ready to enjoy them.

## Iron-Clad Domination --

Many influential people in government want to extend the role of taxation.

They look beyond the dictionary definition of the word tax, which is: a compulsory contribution levied upon persons, property, or business for the support of government.

The planners hold to the dangerous concept that taxation should be used as a social instrument.

They urge that taxes should be used to bring about some desired result other than the raising of government revenue.

This trend is nothing new. In fact, government already has extended itself into many facets of our social and economic life.

The farm program is one of many glaring examples; and in another area the proposal that Alabama be whipped into line by the withholding of Federal funds was a chilling example of iron-clad domination.

However, taxes, in principle, are not property a control measure.

They are not a price to pay for civilization or a privilege of freedom, or any other high-sounding term. Taxes are really only an evil necessary to raise revenues with which to run the government.

To use the taxing power to direct and to control our energies and our rights strips away our freedoms; lays the foundation of dictatorship.

Government should not be allowed to assume the function of an omniscient supervisor with a club in his hand.

## Sierra Madre News

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## Tax Facts Concerning Los Angeles County As Expressed by Dr. Felix J. Weil Series

### Assessor's New County-wide Reappraisal System Part 1

On July 1 Assessor Watson disclosed the preliminary figures for county-assessed real and personal property.

I analyze these figures today because during my recent three radio broadcasts over KNX, listeners' questions showed that the public is much more interested in our "dull" tax problems than generally thought.

Watson's total does not yet include the state-assessed properties (public utilities). This roll is not due for delivery to the county by the state board of equalization before the third Monday in August. By then the supervisors as county board of equalization will also have decided all protests against over-assessments filed between July 1 and 15 and thus reduced the assessor's preliminary total to the final one "after equalization."

The state roll together with the equalized county roll then becomes the tax base which on or about September 1 the taxing agencies will use to set the tax rate.

This is done by dividing the total "net requirements" from their respective budgets by their tax base.

Net requirements are the total requirements (appropriations plus reserves for contingencies, emergencies and estimated delinquency in tax collections) less the (over-realized) anticipated revenues less under-realized revenue, plus cancelled appropriations, plus estimated delinquent taxes receivable and other accounts receivable, and less the proceeds from property taxes whose rates are fixed by law (aircraft 1.5 per cent; solvent credits, 0.1 per cent; unsecured roll, subject to last year's tax rates from the secured roll), and less anticipated revenue other than property taxes (for example, share in gasoline, automobile and other state taxes; state's payments for old age pensions, etc., permit and license fees, etc.).

Watson's announced total is \$12,374 million. (This is net, that is, after exemptions, and does also not comprise aircraft and solvent credits which are listed in the official statistics separately from the county-assessed and state-assessed rolls.)

This total amounts to \$502 million over 1962, an increase of 4.02 per cent.

Of this increase, about \$330 million "seem" to have come from new construction and \$40.1 million from reduced exemptions.

The exemptions total would have dropped by another \$24 million as veterans' exemptions alone fell by some \$66 million, but welfare and church exemptions rose and offset part of the decrease.

This unprecedented \$66 million came from two Watson innovations:

(1) The reworded exemption form makes it almost impossible for a veteran inadvertently to perjure himself.

(2) The applications were closely audited. Veterans also heard that the grand jury would investigate applications, with perjury indictments to follow where warranted.

As a result veterans' applications dropped by 114,494 against 1962.

After deducting these \$370 million from the \$502 million tax base increase, there should remain \$132 million, presumably coming from reappraisal increases. But not so: these increases total only some \$45 million. The balance must be disregarded.

True, the difference between the 1962 and 1963 official statistics is exactly as given, but actually the 1962 figure was too low by at least some \$87 million. This is the amount of business personal property (assessed valuation) which under Assessor Quinn was not put on the unsecured 1962 roll in due time (As stated earlier, I shall analyze this incident when my investigation is completed.)

Though these values belatedly went on the roll, they could not retroactively become part of the tax base and of the official statistics. Thus, personal property on the unsecured roll seems to

have increased over 1962 by a net of \$108.5 million (and part of this may be property other than business personal property).

But after disregarding the \$87 million, only some \$21.5 million of this increase remain as real and are part of the \$45 million over-all increase just mentioned.

I rather expected a substantial decrease because Watson justifiably dropped the ratio for business personal property by six percentage points, that is, from the 45 per cent ratio he inherited from his predecessor to 39 per cent.

(He intends lowering it to the general ratio of 25 per cent over the next three years. He would have done so already in 1963, but wanted to avoid the financial upset that would have come with so drastic a measure.)

I was unable to pinpoint why there was no substantial decrease of the unsecured roll. Four factors, together, may have been involved, to varying degrees.

The first two factors were beyond Watson's control; the others, his innovations:

(1) The physical volume of business equipment, stocks of goods, etc., may have happened to be higher on tax day 1963 — first Monday in March — than in 1962.

(2) Some items of business personal property may have had higher market values (newer, more expensive, etc.) in 1963.

(3) The new affidavit forms left no loopholes for ambiguous statements and facilitated thorough auditing.

(4) The new "trending" schedule (combining replacement cost with realistic depreciation factors) used in appraising business personal property items tended to produce higher values in the many cases where taxpayers still used original cost (instead of replacement cost) or other methods in their bookkeeping.

From talks with appraisers and businessmen I gained the impression that the last two factors played a larger role than the first two.

The most talked about phenomenon was the sudden "wave of honesty" response once the business world realized the new assessor aimed to be scrupulously fair but was also having the property statements thoroughly audited.

This is my best explanation for the fact that the drop of six percentage points points from the old 45 per cent ratio appears to have been absorbed without a trace.

However, it is quite possible that after reductions ordered by the board of equalization and after checking the rolls for duplications and other errors some of the decrease I forecast may still appear when the roll becomes final.

I think equalization orders will probably take some \$15 million off the preliminary total and auditing the unsecured roll's personal property column another \$130 to \$135 million. If my information as to the latter figure proves correct, and we add about half of the estimated equalization reduction as involving business

personal property, the provisional figure for this type of property might well change from the \$21.5 million net increase to a \$121 million decrease on the final roll. This would be more in line with my original expectation.

Recently we learned that because the county budget was so greatly increased, the tax rate is going to rise on September 1 to an unprecedented high of 2.1960 — 11.42 cents per \$100 of assessed valuation over 1962.

This was calculated on the basis of an assumed four per cent over-all tax base growth. Should the increase be less, once the state-assessment figures are known, the tax rate would have to go up still a bit more. But the assessor is not responsible for the bigger budgets. His department is not a taxing agency.

Against this background we shall study in the coming eight installments the new assessor's many innovations, especially his reappraisal procedure which, when fully operative, he expects will permit appraising the whole county every year.

(Part II of nine will follow)

## 'YOUR CITY AND MINE'

### "Money — Where Does It Come From"

A few weeks ago this column discussed the general fund income which is mainly derived from property taxes and the following weeks have discussed the Water Department.

There are a number of other sources of income to a city and since city funds can only have one origin, the citizens, a few words on these funds would seem to be proper.

**City Sales Tax:** The fourth largest single source of funds to the City of Sierra Madre is the state collected city sales tax which should amount to almost \$53,000 this year. This amount comes from the 1 per cent city portion of the 4 per cent sales tax. This money so far has been used to build the swimming pool, purchase park properties including Bailey Canyon, and for other capital improvements in the city. It has been set aside into a special fund just for capital improvements.

**Motor Vehicle In Lieu Fees:** This long title covers the money which each automobile, truck and trailer owner pays as part of the annual motor vehicle license. The money is collected by the State and returned to the cities on a population basis. It is the 3rd largest amount available to the city and will bring in approximately \$58,000 this year. The name In Lieu is used since on motor vehicles the license tax is used instead of a property tax. This fund is available for use on city streets for maintenance or for law enforcement or control of highway traffic. In Sierra Madre it is used to meet police department expenses.

**State Gasoline Tax:** Another major apportionment

## OUT OF THE COBWEBS

10 Years Ago August 27, 1953

Susan Maloney and Louise Lauder, local 12 year olds, have perfected 40 tricks, stunts and magic feats and present them in their Magic Show at the Park House, 2 p.m., Sept. 2, in an all out effort to raise money for the Community Pool that they want.

Carlton "Tiny" Scalzo, reopened his re-decorated coffee shop at 70 W. Sierra Madre Blvd. last week. Tiny who owns the building, sold the business over four years ago to Cecil Ratliff but bought him out again recently.

Alfred Dewey, Sierra Madre artist, painted a mural no the wall just back of the baptistry of the First Baptist Church, entitled, "The Baptism of Jesus."

20 Years Ago August 26, 1943

Surrender by the Army of the former Topping estate at W. Sierra Madre and Michilinda Blvds., has put a great moving program into operation in Sierra Madre.

from the State of California is the State Gasoline Tax. Part of money which you pay for every gallon of gasoline goes for taxes. The total distribution is rather complicated but the general breakdown is as follows:

The present total tax per gallon is 10 cents. Of this amount 4 cents goes for the federal highway system, 5/8 of a cent goes to cities for their use, 3/8 of a cent goes to the county and the remainder goes to the State for their freeway system.

This year the California State Legislature passed a bill which will add 1 cent to the city share starting next year. This will materially increase the Sierra Madre City program of street improvements.

The city portion of the money can only be used for maintenance or construction of city streets. For this year Sierra Madre's share will amount to \$33,000. Examples of uses of this fund would be the Sierra Madre Blvd. and S. Sunnyside St. reconstructions, and the black topping of Auburn Ave. and Alegria Ave.

**County Gasoline Tax:** Part of the 3/8 of a cent gasoline tax received by the County of Los Angeles is made available to cities for specific uses. This year the City of Sierra Madre share of the county gasoline tax will amount to \$7500 and will be used on the Sunnyside Street Improvement.

**Traffic Safety**

This money comes from the fines paid by people who violate the Vehicle Code and either forfeit their bail or pay a fine at court. Eighty-nine per cent of the money collected is paid back to the city. This will amount to \$9000 this year and will be used for street lighting and street striping.

**Alcoholic Beverage Tax**

This fund is a result of Liquor License Fees which are collected by the State and then returned to the City. This year they will amount to \$3000 and are used by the City of Sierra Madre to cover general expenses.

The Army has been using this for a hospital for the men stationed at Camp Santa Anita.

The brown ration stamps in War Ration Book No. 3, will be in effect Sept. 12 and will replace the red stamps in book 2.

Kiwanis will spark war bond drive with a dinner at \$20 dollar a plate, at the Masonic Temple, E. Sierra Madre Blvd., Tuesday, Sept. 14.

30 Years Ago August 25, 1933

County tax rate soars to all time high. Last year's 88 cents takes on an increase of 32 cents to make \$1.20 on each \$100 of assessed valuation.

Paying Sierra Madre the honor of a hurried visit, former President Hoover stopped long enough at the home of his son and daughter-in-law, Mr. and Mrs. Hoover Jr. long enough to see his grandchildren, then on to Catalina Island.

More Legion League records went into discard on the San Marino Diamond last Friday night when the local veterans came home with a 20 to 1 victory.

From the Old Files August 24, 1923

Excursion fare from Sierra Madre to the beaches, Redondo Beach, Seal Beach, Newport and Balboa, \$1.25. Tickets sold only by agents and includes coming back home.

The new water heater works like a million dollars at the Canyon Pool, everyone come swimming, fancy diving exhibition Sunday afternoon.

In 1923 prices looked like this, rump roast, 25 cents a pound, rib roast, 30 cents pound, pure lard, 15 cents pound, tuna large can 20 cents, pink salmon tall can two for 25 cents.

Also records for your Victrola sold for \$1 to \$2.50. And the best thing for all skin troubles, scratches, burns, bites, etc. was "Scratch Ointment."

Dean Shaw resigns from president of the school board, because of the movement to annex our public schools to the Pasadena District. Mr. Shaw feels that this act would be a calamity to our school's welfare.

From the Old, Old Files August 22, 1913

Deer season opens with many kills, the most popular hunting grounds are Pine Flats and Chileo.

J. F. Sadler & Co. is the name of the newest Sierra Madre firm. They have purchased the dry goods store conducted for the past five years by Oswald Kehlet.

John Hart, who has just returned to his boyhood home after several years in the East, is the latest Sierra Madrean to buy a Ford touring car. This is the seventh Ford in Sierra Madre.



## FREEDOM

At Any Price

By H. V. Witty

"If I were trying to read, much less answer all the attacks made on me, this shop might well be closed for any other business. I do the best I know how, the very best I can; and I mean to keep on doing it to the end. If the end brings me out all right, what is said against me will not amount to anything. If the end brings me out all wrong, ten angels swearing I was right would make no difference."

— Abraham Lincoln  
"Honest Abe" must have been illustrating liberal logic when he said: "He re-minds me of the man who murdered both his parents and then when sentence was about to be pronounced, pleaded for mercy on the grounds that he was an orphan."

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Easy-to-use... easy-to-carry... built-in flash!

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Funds received by September 10 earn in full from September 1 and are eligible for A FULL MONTH'S DIVIDEND SEPTEMBER 30

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### SPECIAL NOTICE TO SIERRA MADRE DOG OWNERS

Dog licenses (good until July 1, 1964), were due last July 1, and if not paid on or before August 31, 1963, a penalty of \$2.00 is added to each license.

A rabies vaccination certificate must be presented at time of obtaining license at the police department.

Attention is directed to the Leash Law which makes it unlawful to allow a dog to run at large. The Pasadena Humane Society is under contract with the City of Sierra Madre to enforce this law, patrol the city and impound animals found running at large.

City of Sierra Madre Police Department  
James Bale, Chief of Police

### HERE'S ONE GOOD REASON FOR A SAVINGS ACCOUNT

Are there safety pins and baby bottles in your present or future? If so, is there also an Altadena Federal Savings account for him or her? If not, why not... Open it today where your funds are insured to \$10,000 by a permanent agency of the United States Government... and earn the current rate per annum of 4.85%, payable every three months.



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### Dr. Pease Honored On 90th Birthday

Dr. Raymond B. Pease of 233 W. Grand View was honored on his 90th birthday, Sunday, Aug. 4 at an Arcadia restaurant, complete with a birthday cake and good wishes from relatives and friends.

The family party was arranged by his sister, Miss Edna Pease of 618 1/2 W. Highland Ave.

Relatives present included another sister, Miss Esther Pease of La Mesa; a second cousin, Dale Webster, from

Iowa and friends, Mr. and Mrs. Richard S. Smith with their four daughters, Kimberly, Holly, Lisa and Maureen of Burbank.

### County Librarian Cooperating

Following a conference with Supervisor Frank G. Bonelli concerning his recommendation on books, chairman of the Department of County Library stated: "I have agreed to review and re-evaluate the County Library's policy governing the circulation of sex education books for children."

It is my belief that parental responsibility for the reading material of their children takes precedence over any other consideration. Therefore, procedures will be developed which will bring about closer cooperation with parents so that they will have knowledge of, and direction over, the reading materials of their children.

I have cooperated with Mr. Bonelli in developing an approach which eliminates any implication of governmental censorship, yet at the same time places upon the parents the primary responsibility for the reading habits of their children."

### Card of Thanks

We gratefully acknowledge every expression of condolence, extended to us in memory of our beloved wife and mother who passed away Aug. 12.

Rudolph Davis & Family



**SCALE TIPPERS** — Two little Pories ham it up as they weigh in for Los Angeles County Fair in Pomona, Sept. 13-29. Also hogging the camera to brighten up the photo are left to right, Fair Princesses Carol Taylor, 18, Citrus College coed, and Dian Lawson, 18, of La Verne College.

### Science Fair Events

### Los Angeles County Fair At Pomona Sept. 13-19

Outstanding achievements of youth in fields of science and mathematics will be revealed in 34 exhibits picked for the seventh annual Technical Science Exhibition at Los Angeles County Fair in Pomona, Sept. 13-29.

Exhibits are cream-of-the-crop winners at various science fairs, screened for this special event from a list of over 3,000 applications.

The exhibition, open to students enrolled in grades 7 through 12 in a public, private or parochial school, is again being sponsored by General Dynamics of Pomona in cooperation with the Los Angeles County Fair Association. There will be junior and senior divisions.

Objectives, according to John W. Corr Jr., educational services representative at General Dynamics, is to motivate students through competition to make the most of their creative abilities and hence stimulate youth interest in technical training. Events such as this, now widely encouraged by schools as a teaching mechanism, also give recognition and awards to students making outstanding accomplishments.

Winning exhibitors will receive shares of common stock in General Dynamics

Corporation with full voting privileges. In addition, each school sponsoring a winner will receive recognition.

### Auxiliary Sets Membership Quota

Sierra Madre Unit No. 297, American Legion Auxiliary, will meet on Thursday evening, Aug. 22, in the gardens of the Clinton Symonds home, 260 Ramona, for a social evening, with Mrs. Anna Block as hostess.

Miss Patricia Tuckabury, Girl Stater who represented the Unit at the recent convention of Girl Staters at California, will be the guest of honor. She comes from San Marino High School and will speak of her experiences at this convention.

President Lucile Pickett named the following chairmen for her committees:

Child Welfare, Amy Beisel; Membership and Community Service, Ocella Henderson; Rehabilitation and Legislation, Thelma Proctor; Americanism, Nancy Milton; Education, Henrietta Symonds; Poppys and Seals, Edna Faller; National Security, Radio and TV, Bernadine Bent; Publicity, Maybelle Barker; Civil Defense, Ethel Stein, Constitution and By-Laws - Parliamentarian, Bernice McClosky; Pan-America, Effie Pratt; Past Presidents' Parley, Rose Galin; Girl State, Ocella Henderson.

Community Service report was 75 hours and \$84—spent on various projects. Membership quota for the year is 43.

### New Approach To Piano At PC College

Pasadena City College Extended Day announces the opening of a course with a new approach to piano. The course is being offered this fall at John Muir High School, 1905 Lincoln Ave., Pasadena. The course in popular and semi-classical is offered from 7 to 10 o'clock Monday evenings in room 1049 starting Sept. 6.

This course is taught by Mrs. Hull and is a beginning course in piano for those who wish to play for personal satisfaction, emphasizing knowledge of the keyboard, study of chords and scales and ability to read and apply music.

Many adults are in the process of relearning or you may be taking up piano for the first time. In any case, here is a course that will prove enjoyable to all. There is no tuition fee, but students are required to purchase their own textbooks and supplies.

Register on Monday evening, Sept. 16. For further information, please call Pasadena City College at SYcamore 5-6961, extension 261.

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## SPORTS

AS

### Hank Ives SEES IT



#### Catch Up on Your Reading

Sometimes it takes a bit of vacation to catch up on one's reading. One day while basking in the Balboa sunshine I had the opportunity to read "The Sad End of Big Daddy Lipscomb" in the July 27-August 3 issue of the currently controversial Saturday Evening Post.

Big Daddy's appetite for women, whiskey and sporting life drove him, made him a legend and, in the end, destroyed him. The story written by Edward Linn gives what amounts to a blow-by-blow account of the Pittsburgh Steeler star's last hours before he died of an overdose of narcotics.

The picture he paints is not a pretty one, but, nevertheless, is good reading.

Linscomb himself used to say, "I'm a B and B man. Booze and broads." His capacity to handle both was one of the wonders of the civilized world. Big Daddy could throw down a fifth of whiskey the way an ordinary person would drink a beer.

His appetite for food was gargantuan. A typical breakfast for the 285-pound all-star lineman consisted of a dozen eggs and a pound of bacon washed down by a pint of booze.

Strangely enough, no one seems to know how Lipscomb became an addict. Many of his friends still can't believe Big Daddy was a user.

No one can deny that when Big Daddy did something, he did it in a big way.

#### CARE TO TAKE YOUR SMALL SON FISHING?

Try one of the barges off of Huntington or Newport Beaches. It's a ball watching the small fry tangle with a fighting bonita or barracuda. There is plenty of room on the big barge and if the lad gets a trifle seasick, the shore boat leaves every hour.

The price is nominal. You and the lad can fish for \$6.75 for all day and bring back full sacks. Bottom fish are plentiful as well as the boneheads and berries.

#### LET'S PLAY CHOOSE YOUR PARTNER

If Harry Bright (Yankees) wanted to go into a wake-up service he would probably choose the Red Sox Arnold Early for a partner. Bright & Early Wake-Up Service.

Or how about Cash & Carreon, Grocers? (Norm of the Tigers and Camillo of the White Sox).

Then there is Will & Pow, er, Wine Tasters (Bob of the Cubs and Vic of the Twins).

Roof & Walls, Contractors (Phil of the Braves, Lee of the Dodgers).

Spring & Paul, Lawns Seeded (Jack of the Angels and Bill of the Tigers).

Sain & Battey, Psychiatrists (Coach Johnny of the Yanks, Earl of the Twins).

Lee & Grant, Historians (Don of the Angels, Jim of the Indians).

Reed & Wright, School Teachers (Jack of the Yanks and Coach Mel of the Cubs).

Miller & Baker, Pastries (Stu of the Orioles, Coach Floyd of the Twins).

**LITTLE THIS-N-THAT**  
John Hadl is doing a fine job for Sid Gillman's Chargers as a weekend QB, completing 29 of 48 passes in a pair of exhibition encounters. The Chargers also have Tobin Rote, a Canadian Import, who is on the injured

list. But wouldn't it be hilarious if Jack Kemp turns the Buffalo Bills into champs?

Gillman let Kemp go last year for a C-note after Jackie had led the Chargers to a pair of titles.

HUGH McELHENNEY has made a big hit in New York where he is sporting Giant livery for the first time.

OLD HANKUS tabs the following All-Rookie team: John Bateman, Houston, catcher; Rusty Staub, Houston, first-base; Pete Rose, Reds, second-base; Max Alvis, Indians, at short although he is a third-base-man; Pete Ward, White Sox, third-base; Jim Hall, Twins, Tommy Harper, Reds, and Vic Davallilo, Indians, in the outfield.

Top rookie hurlers are Gary Peters, White Sox; Ray Culp, Phillies; Julio Navarro, Angels. Old Hankus tabs Pete Ward as the Rookie of the Year in the A.L., with Pete Rose of the Reds getting the nod in the N.L.

By the way, the Yankees' Al Downing and Joe Pepitone do not qualify as rookies.

### Former Residents Married In North

Dr. John W. Switzer, son of Mrs. May Alice Switzer of Sierra Madre will be married Sunday, August 25 to Miss Judith Ann Sullivan, daughter of Captain and Mrs. J. Joseph Sullivan U.S.N.R. of San Francisco.

The wedding will take place in the Treasure Island Chapel. A wedding reception will take place at the Officers Club.

Dr. Switzer is on the staff of the University of Pennsylvania where he is doing work on cancer research.

He is the grandson of Professor John Albert Switzer of the University of Tennessee and a well known T.V.A. authority.

The future Mrs. Switzer will visit her cousin, Brigadier General Harold Nichols in Belvedere before resuming her teaching in the north.

Both Jack and Judy are University of California graduates. Jack was president of Sigma Nu while attending University of California Davis Campus.

SIERRA MADRE NEWS—15

Thursday, August 29, 1963

### WCTU To Meet August 29

The Harter Woman's Christian Temperance Union will meet Thursday, Aug. 29, 3 p.m., in Memorial Park. The meeting will be followed by a picnic supper.

The business meeting will be concerned chiefly with plans for attending the 79th Annual County Convention of WCTU which will convene Sept. 9, 10 and 11, at First Methodist Church in Pasadena. The convention closes with a banquet Sept. 11. Captain Dan Mayhan, L. A. County Sheriff Department, will be the speaker, his subject, "Alcohol, Narcotics and Youth."



### CHILDBIRTH In the GOOD OLD DAYS

Few families would care to go back to "the good old days" of childbirth. Death of mothers was common, often because doctors had no drugs adequate for fighting infection. In 1915 one of every 164 mothers died in childbirth, or from complications of her pregnancy.

Many of these mothers could have been saved by only a few dollars' worth of today's medicines.

Now only one mother in 3,125 dies. Much of the credit for this improvement is due to the new prescription drugs. Their cost is surprisingly low. In fact, only 15 prescriptions in a thousand cost as much as \$10. The average one costs only \$3.26. No wonder we say: "Today's prescription is the biggest bargain in history."



**Hartman**

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Your successful business CAREER gets a head start HERE...



Secretarial Accounting Gregg or Speedwriting SHORTHAND

Intensive IBM, KEY PUNCH, TAB and WIRING

Day and Evening classes... BOOKKEEPING, ACCOUNTING, SECRETARIAL.

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**SAWYER SCHOOL of BUSINESS**  
PASADENA 1145 E. COLORADO BLVD. 449-3990.

## Summer Special

Large Bale 5.6 Cu. Ft.  
Canadian Peat Moss  
Reg. \$5.95

**\$4.95**



**Colby Nursery**

1306 N. Altadena Dr., Pasadena  
Near Washington St.

LANDSCAPING  
FREE DELIVERY  
CHARGE ACCOUNTS  
BANKAMERICARD

SY 7-0536

# BIG LABOR DAY WEEK END Sale

FOR THE MOUNTAINS -- AT THE BEACHES -- PICNICS IN THE PARK  
OR A BARBECUE AT HOME -- GET READY -- STOCK UP NOW!

Prices Effective  
Wed., Thurs., Fri., Sat.,  
August 28 - 29 - 30 - 31

**ROESS MARKET WILL BE CLOSED MONDAY, SEPT. 2nd**

Lindsay Extra Large  
**PITTED OLIVES**

NO. 1 TALL TINS

**3<sup>1</sup>/<sub>2</sub> \$1.00**

Reumberto Imported  
**STUFFED OLIVES**

JARS

**3<sup>1</sup>/<sub>2</sub> \$1.00**

Save 17c

Weston's ABC  
**FUDGE JUMBLES**

**45¢**

Full Pound of Cookies

Lynden  
**BONED CHICKEN**

5-OZ. JARS

**3<sup>1</sup>/<sub>2</sub> \$1.00**

Canada Dry  
**SODA POP**

**12 CANS \$1.00**

Orange, Grape, Cola,  
Root Beer, Ginger Ale

Borden's Real  
**MAYONNAISE**

QUART

**49¢**

Chicken of the Sea  
**TUNA**

**4<sup>1</sup>/<sub>2</sub> \$1.00**

Light Meat Chnuk

Fresh Ranch **EGGS**

MEDIUM GRADE AA **3<sup>1</sup>/<sub>2</sub> \$1**

LARGE GRADE A **39¢ doz.**

LARGE GRADE AA **45¢ doz.**

Treat Time  
**MIXED NUTS**

**69¢**

Kingsford  
**BRIQUETS**

10 LB. BAG **89¢**

20 LB. BAG **\$1.49**

Plus Tax

**Frozen Food**

Chun King  
Chicken Chow Mein  
**DINNERS**

Serves Three  
Reg. 98c

**79¢**

Snow Crop  
**SAMOA PUNCH**

6-OZ. TINS

**2<sup>1</sup>/<sub>2</sub> 29¢**

Johnstons  
**CREAM PIES**

New Cookie Crust

Chocolate  
Coconut  
Peach  
Strawberry

**49¢ ea**

Arden Flavor Fresh  
**ICE CREAM**

Vanilla  
Neapolitan  
Chocolate Chip  
Chocolate Marble  
Chocolate  
Rocky Road  
English Toffee  
Coffee  
Black Walnut  
Pistachio  
Fresh Peach  
Spumoni

**59¢**

Round  
Half  
Gallon

Our  
Best  
Quality

Dole  
**SLICED PINEAPPLE**

NO. 1 FLAT

**6<sup>1</sup>/<sub>2</sub> \$1.00**

Dole  
**FRUIT COCKTAIL**

303 TINS

**5<sup>1</sup>/<sub>2</sub> \$1.00**

New Plasti-Sized  
**PLATTER PLATES**

By  
Chinet

**29¢**

8  
COUNT

Perfect For Full Meals  
Indoors or Out

**S&W Cucumber  
PICKLES**

**39¢**

22-OZ. BOTTLE

**FELS NAPTHA**

**59¢**

Plus Tax

Giant Pkg.

**S&W Colombian  
COFFEE**

**69¢<sup>lb</sup>**

Save 20c Lb. No Limit

Armour  
**BEEF STEW**

**39¢**

24-OZ. TIN

Swift & Co.  
**PREM**

**35¢**

12-OZ. TIN

Swift's  
**ALL SWEET**

**4 lbs. \$1.00**

Buitoni  
**RAVIOLI**

15<sup>1</sup>/<sub>4</sub>-OZ. TINS

**4<sup>1</sup>/<sub>2</sub> \$1.00**

Beef or Cheese

## ROESS QUALITY MEATS

Manning  
**T-BONE  
STEAKS**

**\$1.29<sup>lb</sup>**

Manning  
**SPENCER  
STEAKS**

**\$1.79<sup>lb</sup>**

Manning  
**PORTERHOUSE  
STEAKS**

**\$1.33<sup>lb</sup>**

Calif. Grown Young Meaty Fresh  
5-6 lb. Avg.  
**ROASTING CHICKENS**

**49¢<sup>lb</sup>**

Morrell E-Z Cut  
Boneless Fully Cooked  
**HAMS**

**89¢<sup>lb</sup>**

Fresh -- Lean  
**GROUND CHUCK**

**59¢<sup>lb</sup>**

Veal -- Pork -- Beef  
**MEAT LOAF**

**59¢<sup>lb</sup>**

Oscar Mayer  
All Meat  
**WIENERS**

**49¢<sup>lb</sup>**

Pillsbury -- Buttermilk  
**BISCUITS**

**3<sup>1</sup>/<sub>2</sub> 25¢**

Oscar Mayer  
Grade -- A --  
**BACON**

**59¢<sup>lb</sup>**

## Fresh Produce

Large Slicing  
**TOMATOES**

**2<sup>1</sup>/<sub>2</sub> lbs. 29¢**

New Crop  
**BARTLETT PEARS**

**2<sup>1</sup>/<sub>2</sub> lbs. 29¢**

Large Fancy  
**NECTARINES**

**2<sup>1</sup>/<sub>2</sub> lbs. 25¢**

Standard Fresh  
**PRUNES**

**10¢<sup>lb</sup>**

Fancy Kentucky Wonder  
**GREEN BEANS**

**19¢<sup>lb</sup>**

New Crop Baking Size  
**RUSSET POTATOES**

**5<sup>1</sup>/<sub>2</sub> lbs. 29¢**

**ROESS MARKET**

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